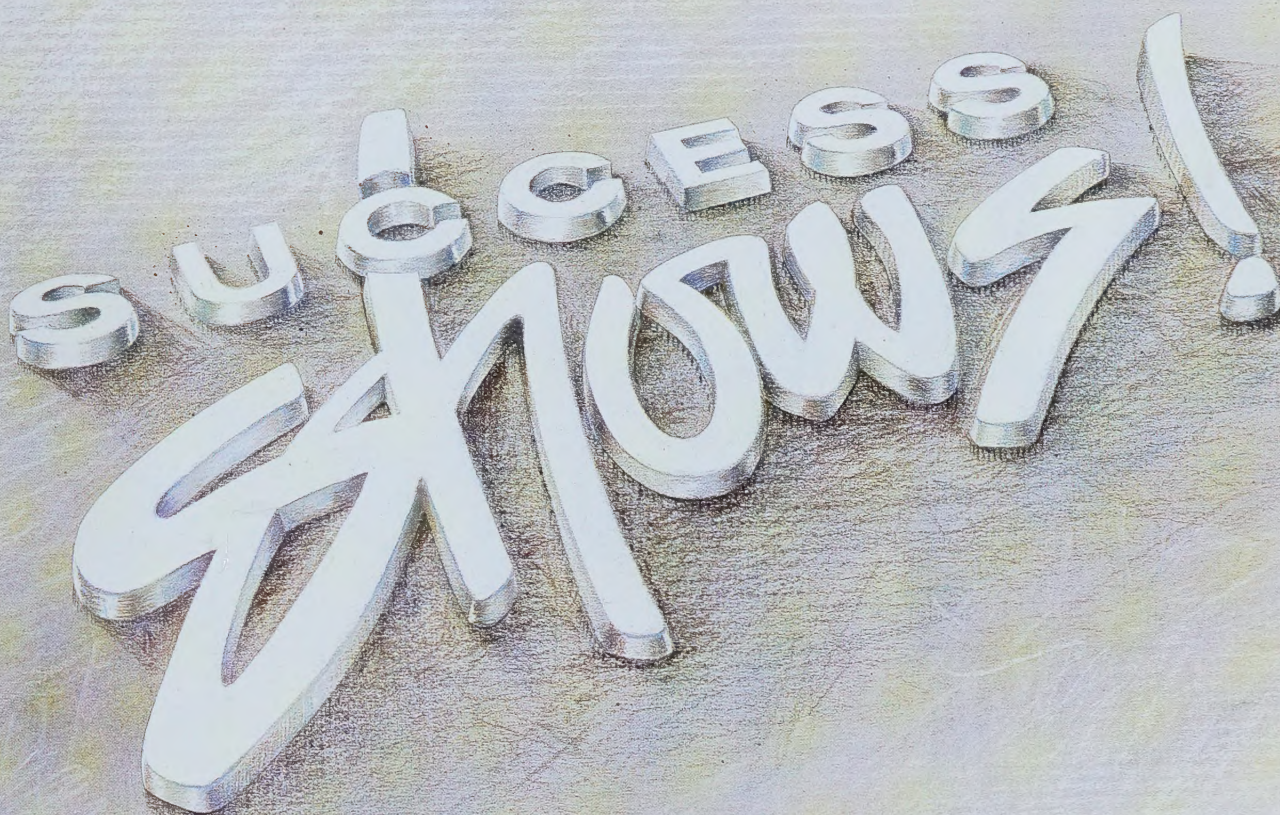



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# Edmonton Northlands



**108th  
Annual  
Report  
1987**



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*Made in Thailand Trade Show '87 Opening Reception:  
Premier Don Getty presents gift to His Excellency  
Montree Pongpanit.*



*As part of his dedication to Klondike Days, George  
Hughes was named Admiral of the Sourdough Fleet,  
1987.*

# B 1987 Board of Directors

## Officers

President _____	D.M. Hamilton
Vice President _____	D.H. Sprague
Vice President _____	D. Cole
Past President _____	G.W. Lavold
General Manager _____	G.S. Hughes
Associate General Manager _____	C.A. Forbes
Treasurer/Corporate Secretary _____	F.D. Johnson

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D.H. Sprague  
D. Cole  
G.W. Lavold  
Alderman J. Bethel  
Mayor L.G. Decore  
J. Heron, MLA  
W. Holte  
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Alderman H. Paull  
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G.S.L. Yuen

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R. Brown  
Alderman B. Campbell  
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Alderman L. White  
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H.L.D. (Len) Perry  
A.R. McBain  
H.E. Mildon  
R.W. Shopland  
H. Hole  
J.L. Bailey  
G.W. Jones  
W.H. Sprague  
W.J.M. Henning  
R.C. Easton  
L.E. Wilson  
L.P. Bromham  
E.I. Clarke, Jr.  
J.A. Weber  
F. Adby

## Honourary Directors

All members of the Edmonton City Council, the Premier and the Lieutenant Governor

### Top Row: (left to right)

Ross Brown, Walter Sprague, Ernie Smalian,  
Jim Woronuik, Allan Shenfield, Len Perry, Warren  
Holte, Ross McBain, Harry Hole, Graham Jones.

### Middle Row:

Dr. Steve West, MLA, Bill Mack, Gordon Wilson, Lloyd  
Wilson, Doug Maschmeyer, John Bencharsky, Don  
Jackson, George Rife, Bill Preshing, Frank Kobie, Mike  
Marples.

### Bottom Row:

Gerry Yuen, Colin Forbes, Gladys Hopper, Don  
Sprague, Don Hamilton, Dale Cole, George Hughes,  
Eileen Yonkers, Alderman Bruce Campbell.



# P President's Message

It can be fairly stated that 1987 was a watershed year for Edmonton Northlands. We made substantial progress in three key areas, namely trade show development, and improved government and community relations. These achievements will benefit the organization for many years to come.

The Made in Thailand Trade Show '87, together with the Kingdom of Thailand Trade and Cultural Exhibition, further established Edmonton Northlands on the national and international scene, as an organization with the vision, energy, and the facilities required to reach out to the world.

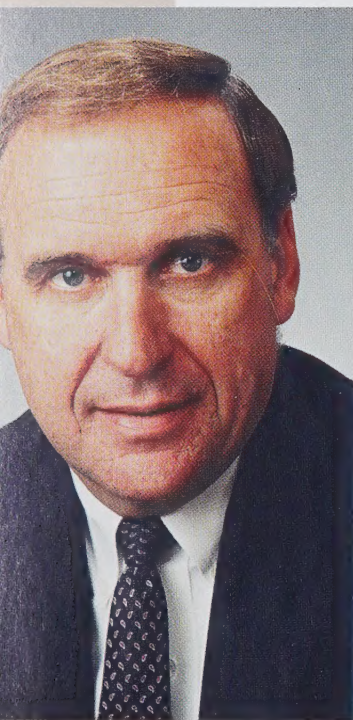
By all measures the show was a success for all who participated. Out-of-town trade show participants booked 6,402 room nights in Edmonton hotels and patronized many local businesses. It is estimated that this brought \$2.5 million to the local economy. During the show itself, \$3 million in sales were made, and \$10 million in long-term supply contracts were negotiated.

In addition to the impact the Thai show had on the local business community, it also had a profound effect on the spectacular success of the Klondike Days Exposition itself. Despite rain and a local economy still experiencing difficulty, this year's exposition saw an increase in attendance, reversing the downward trend that had begun in 1981. Consumer research commissioned by Edmonton Northlands attributed much of this increase to the Thai show. There is no doubt that shows of this magnitude will continue to be an important feature of Klondike Days.

But successful shows and state-of-the art facilities are only part of the picture. An organization like Edmonton Northlands needs the support of government and the community. For these reasons we were gratified that the federal and municipal governments chose to appoint their representatives to our Board of Directors during 1987. With these new appointments, all three levels of government are now represented. Their interest and participation means a great deal to Edmonton Northlands.

Improved relations with our immediate neighbours was another goal realized in this fiscal year. The work of the Community Relations and Urban Affairs Committees, along with the successful establishment of a Community Relations Supervisor, has gone a long way in improving relations between our organization and the individuals and groups who live and work around us.

This has been the final year of my term as President of Edmonton Northlands. It has been a busy and challenging time, and I want to express my appreciation for the unending support of the the Board of Directors, the many Volunteers, and the Management and Staff whose hard work has made a demanding job so rewarding.



Don M. Hamilton  
President



## General Manager's Message

Throughout the year, Edmonton Northlands continued its commitment to improving services and providing outstanding programs and events for Northern Albertans. Volunteers, Management and Staff worked particularly hard to make 1987 a memorable year.

And memorable it was. The Kingdom of Thailand Trade and Cultural Exhibition and its counterpart, the Made in Thailand Trade Show '87, attracted hundreds of thousands of visitors and demonstrated Edmonton Northlands' important role in supporting international trade. Edmonton's Klondike Days Exposition experienced a renewed vitality, and another exciting Edmonton Oilers season culminated in the club's third Stanley Cup in four years.

Development of the physical plant continued with Northlands Coliseum receiving significant improvements. The \$1.4 million scoreclock and new theme lounges were added to provide additional amenities for our patrons, while the new commissary will improve the efficiency of our entire food service operations. Continued improvements throughout the grounds included the new 118 Avenue pedestrian gate and the signage program.

During 1987 Edmonton Northlands' facilities operated for 1,934 event days and attendance was 3,470,548 despite the continued poor economic conditions in Alberta. On a positive note, this represents a 19 per cent increase in event days and an increase of 160,600 in attendance over 1986. In order to maintain our current level of service to the community, Edmonton Northlands budgeted for a loss during 1987. The actual loss on operations of \$1,361,441 was somewhat less than budget. Our payroll of more than \$11.5 million and our non-profit orientation continue to mean jobs and services to Northern Albertans in a very significant way.

As Edmonton Northlands continues to grow and develop, constant and improving long-

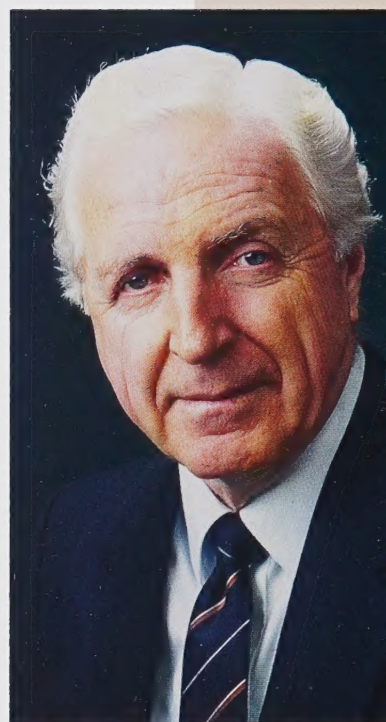
range planning in the areas of finances, programs, and marketing remain a must.

Integrated strategic planning was introduced last year and concentrated upon throughout 1987. A business plan was written which identifies a mission statement as well as long-range goals and short-term objectives for all areas of operation. As well as providing a general direction for the future of this organization, this plan will also prove to be a valuable guide to developing budgets.

A financial plan will be produced together with a new General Development Plan, serving as the blueprint for physical plant development over the next decade. This General Development Plan will be a summation of all master plan projects including the Coliseum Master Plan, the Race Track Facilities Study, the Area Redevelopment Plan and the Office Consolidation Study. A trade show action plan will also be developed, which will concentrate on retaining current successful shows, attracting new trade shows and developing new Northlands-produced trade shows. The attraction of international trade shows to Edmonton Northlands will remain a priority as will the marketing of our facilities and traditional long-term successful programs and events.

For the coming year Management will continue its emphasis on strategic planning. Edmonton Northlands will continue to offer programs, facilities and events designed to meet the needs of Northern Albertans, and at the same time broaden our base for profitability as the economy recovers.

In conclusion, I would like to take this opportunity to extend my thanks to the President, Board of Directors and Members for their support of the Management and Staff. Your continued confidence is appreciated.



George S. Hughes  
General Manager

# V Volunteers

Edmonton Northlands provides some of the best trade shows, agricultural events, sporting events, entertainment and community facilities in Canada, and all of these are made possible because of Volunteers.

With 52 standing committees, Edmonton Northlands has close to 500 dedicated Volunteers who, together, donate more than 22,000 hours of their time yearly. Most Volunteers have full-time occupations but wish to contribute a service that gives something back to their community. Their commitment and drive gives the organization direction and helps deliver services they feel are important to the needs of Edmontonians and Northern Albertans.

During the year, three new committees were struck to help meet these needs. Chairman Bev Armstrong and the Agriculture Education Committee developed a new on-site agriculture education program targeted at urban elementary school students. The Race-track Study Committee, under Chairman Frank Kobie, was developed to study and evaluate the existing racetrack site and

submit recommendations for improvements. Chaired by Eli Radomsky, the Grounds Improvement Committee was developed to review the existing exposition site and develop long-range plans.

Throughout our 108th year all three levels of government emphasized their interest in helping Edmonton Northlands continue to provide our current level of community service. This support was received in a variety of ways including new appointees to the Board of Directors. During 1987 we welcomed Aldermen Judy Bethel, Helen Paull, Bruce Campbell and Lance White to our Board of Directors as appointees from the City of Edmonton. Dr. Bill Presling and George Rife were both appointed by the Government of Canada, joining MLAs Jim Heron and Steve West, who were appointed to the Board by the provincial government in 1986.

At the 1986 Annual General Meeting two dedicated Edmonton Northlands Members, Dennis Erker and Gordon Wilson, were elected to also serve on the Board of Directors.

In addition to warm welcomes to new Board members, 1987 brought the departure of a very dedicated Member, Ross Brown who resigned before his move to Tokyo. Ross was a Member of Edmonton Northlands since 1981 and served on the Board of Directors for seven years. His many contributions will be missed.

As well this year, the Volunteers, Management and Staff of Edmonton Northlands were saddened by the deaths of Past President Reg Easton and four dedicated Members, Jack Benbow, Jim Lelacheur, Ken MacDonald, and Derek Mace.

*Two of the many guests hosted at Klondike Days.*



It is impossible to discuss in detail all the committees and the outstanding work they did throughout the year. With their assistance, Edmonton Northlands staged two major agricultural shows, two rodeos, three racing meets, and a very successful Klondike Days Exposition. Together we welcomed thousands of visitors during Klondike Days and hosted more than 400

guests from Thailand. We were a part of the Man In Motion World Tour and shared in the glory of the Edmonton Oilers' Stanley Cup victory. Together we made these and numerous other contributions to the Northern Alberta community. And together we will continue to see Edmonton Northlands' success show.

*Director John Bencharsky and world-champion gold panner, John Tanasiuk, help Klondike Days patrons strike it rich.*



# N Northlands AgriCom

For trade fairs, major exhibitions, agriculture shows and sporting events, no facility surpasses Northlands AgriCom which offers more than 450,000 square feet of space, making it Western Canada's largest indoor exhibition facility. With the latest in high-tech support services, it is one of the most modern trade show, agricultural and sporting facilities in the world.

Experiencing 509 event days throughout 1987, Northlands AgriCom continued to achieve the high level of success it is renowned for. The number of visitors to the halls in this facility remained constant with 1986 figures, with numbers doubling for those attending functions in the salons. This can be greatly attributed to the successful shows produced by Edmonton Northlands and our many qualified independent show promoters.

Agriculture remains an important aspect of the Northern Alberta economy and Edmonton Northlands continues to serve the related needs of our agricultural communities. This is reflected by attendance figures at our most popular agricultural events, Northlands Farmfair and Northlands Western, each entertaining more than 30,000 people.

The two-part Thailand trade show, held from July 13 to 25, once again put Northlands AgriCom in the international spotlight. The Made in Thailand Trade Show '87 attracted more than 4,300 buyers and special guests from around the world, and close to \$10 million worth of long-term sales contracts were signed.

This show was presented to the general public as the Kingdom of Thailand Trade and Cultural Exhibition, the feature show of Edmonton's Klondike Days Exposition. More than 650,000 visitors filled

Northlands AgriCom in search of quality Thai products, foods, and entertainment. As well as a rare cultural exchange, the show provided visitors with the opportunity to explore the incredible array of Klondike activities taking place throughout Northlands AgriCom. The Klondike Days Youth Talent Quest, the International Designer Showcase, the Klondike Horse Extravaganza, Inventor's Showcase, and commercial exhibits were but a few of the many activities in store for our guests.

Edmonton Northlands also acts as landlord for many independent promoters who provide high quality shows catering to the diverse interests of Northern Albertans. One of these ever-popular events, the Edmonton International Auto Show drew more than 57,000 enthusiastic people to Northlands AgriCom to view the latest automotive marvels. More than 78,000 curling fans from across Canada visited Northlands AgriCom to be a part of the excitement of the Labatt Brier, and Viva '87 continued to be an extremely popular event, with thousands sampling the finest in food and beverages. Other popular shows included Bridal Fantasy, Alberta Fall and Spring Gift Shows, the Aurora Arabian Spring Horse Show, the Edmonton Home Show, and many others.

Thousands of guests visited Northlands AgriCom to be a part of many other prominent events. These included Klondike Wrestling, the Willie DeWit-Ken Lakusta Heavyweight Title Match, Minor Hockey Week, the Edmonton Northlands 1987 Alberta Cup, the Variety Club Telethon and the Edmonton Tornado Relief Auction and Sale.



*The Labatt Brier brought the nation's best to Northlands AgriCom.*



*Northlands AgriCom operates to capacity during the Kingdom of Thailand Trade and Cultural Exhibition.*

# N

# Northlands Coliseum

Northlands Coliseum experienced a very successful year. Continuing to host a variety of events ranging from hockey to concerts, wrestling, rodeo and circus performances, event days increased by 16 and attendance was up by an overwhelming 177,000 over last year.

Northlands Coliseum hosted 16 concerts during the year drawing popular entertainers like Billy Joel, Stevie Wonder, Steve Windwood, the Pretenders, Chris DeBurgh, George Strait, Billy Idol and Neil Diamond. Other top-name acts included the Beach Boys, Iron Maiden, Heart, David Lee Roth, Alice Cooper, and the Moody Blues.

The Edmonton Oilers Hockey Club continued to be the most popular attraction in Northlands Coliseum during 1987. The team made headlines throughout the season, ending on May 31st with their glorious reclaiming of the Stanley Cup for the third time in the last four years. With players like Wayne Gretzky, Kent Nilsson, Grant Fuhr, Mark Messier and Jari Kurri, this team was one of the

strongest ever, and will be remembered as such for many years to come.

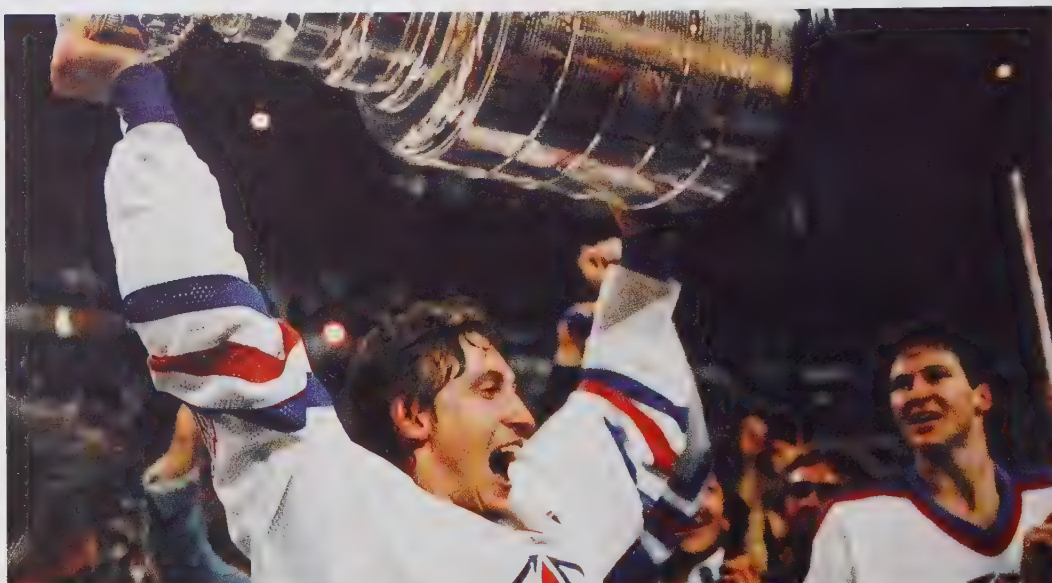
Other on-the-ice highlights included Ice Capades, the Canada versus Russia Under 17 Hockey Match, the Edmonton Northlands 1987 Alberta Cup, and the Soviet Stars on Ice. In support of community events, Northlands Coliseum hosted N.A.I.T. versus the University of Alberta, the Glenn Anderson Skate in support of Uncles at Large and the Flying Fathers versus the Edmonton Old Timers.

The Canadian Finals Rodeo continued to be an agricultural highlight for Northlands Coliseum, along with events like the Truck and Tractor Pull. The Red Army Chorus and the Shrine Circus provided exceptional entertainment and the Rick Hansen Man In Motion Rally helped raise funds for spinal cord research.

The Coliseum Master Plan Committee, under Chairman Gordon Wilson, carried on plans to upgrade Northlands Coliseum in order to enable Edmonton Northlands to continue providing top level events and programs to Northern Albertans.



*Chris DeBurgh captivates audiences during his concert at Northlands Coliseum.*



# Northlands Sportex

A very practical facility for small trade shows, consumer shows and ice rentals, Northlands Sportex experienced another successful year. Event days remained consistent with last year at a total of 203.

Hockey and curling were again popular throughout 1987, with near capacity use of Sportex bays #3 and #4 during the ice hockey rental season. Consumer and trade shows included Northlands Farm and Ranch Show, the 12th Annual Collector's Market and Show, the E.S.P. Holistic Fair, and Edmonton's Klondike Days Exposition. Northlands Sportex was found to be an ideal facility for practices by the Edmonton Crusaders Marching Band, and for use by the Edmonton Kennel Club for dog shows and dog obedience and handling classes.



# N

## Northlands Park

Despite the combined efforts of Volunteers, Management and Staff, horse racing at Northlands Park was adversely affected by the poor Alberta economy. Although the quality of racing remained as high as ever, both thoroughbred and harness racing suffered declines in attendance and wagering.

The 1986 fall harness meet was highlighted by an excellent quality of horses and featured the Western Canada Pacing Derby and Stewart Fraser Memorial. With a purse of \$200,000, the Stewart Fraser was the richest race of the season and attracted some of the finest aged pacers in the world, including Hi Class Minbar, Armbro Dallas, Dignitarian, Lustras Big Guy and Forrest Skipper. The winner was Hi Class Minbar with the probable favourite and ultimate 1986 American Horse of the Year, Forrest Skipper, being a late scratch.

The 1987 spring harness meet saw an increase of 400 people per day. Wagering experienced a modest decline over the 1986 average. The efforts of the Harness Race Promotion Committee under Chairman Jack Crowley helped maintain the excellent quality of racing.



*Competition was keen at Northlands Park during the Canadian Derby.*



*Hi Class Minbar wins the Stewart Fraser Memorial.*

During 1987, the average daily attendance in thoroughbred racing declined by nine per cent over 1986. A corresponding decline of nine per cent was also experienced in the pari-mutuel handle. The hard work of the Thoroughbred Race Promotion Committee, under the direction of Chairman John Anderson, was instrumental in preventing both the attendance and handle from declining further.

A highlight of thoroughbred racing was the Edmonton Northlands Molson Golden Week of Racing from August 28 to September 4. The 58th running of the Canadian Derby graced Northlands Park as part of this Golden Week. The race attracted a tough field featuring the winners of the Longacres Derby and Manitoba Derby with the Eastern invader, Steady Power, claiming the championship

title. Wagering on this day neared an impressive \$1.2 million. The Canadian Derby was the first race in the \$475,000 Western Canada Derby Series. The series then moved on to Calgary and Vancouver.

Other features of the Golden Week included the Distaff Stakes, Birdcatcher Stakes, Sonoma Stakes and Northlands Sprint Championship. Chilcotin Blaze capped a brilliant season at Northlands by winning the prestigious \$100,000 Speed to Spare Championship.

To help reverse the downward wagering and attendance trends, the Alberta Racing Commission has indicated a willingness to assist the major tracks in Alberta by providing grants for promotional activities. New programs are in the works for 1988.



# M

## Major Events

From conception to completion, the Major Events Division works with committees to coordinate a number of Northlands-produced events. This winning combination results in some of the finest programs and entertainment produced in Northern Alberta.

Regardless of size, each program is developed to serve the needs of the Northern Alberta community. The Canadian Finals Rodeo, Northlands Farmfair, Northlands Western and Edmonton's Klondike Days Exposition, along with a number of smaller programs, help satisfy these needs.

The Rural Youth Seminar saw participation by 52 high school students from throughout Northern Alberta. Over the course of five days, July 13 to 17, this program helped prepare students for their future endeavours in an urban environment. Two scholarships were presented by the Rotary Club of Edmonton. Credit for the continued success of this event goes to Chairman Tom Knight, the Rural Youth Seminar Committee, the Alberta Wheat Pool and Alberta Agriculture. Other successful activities aimed at rural youth included the Provincial 4-H Public Speaking Finals held on April 13 and the 4-H Beef Show and Sale held July 2 and 3.

### NORTHLANDS FARMFAIR

Alberta's largest fall agricultural showcase, the 13th annual Northlands Farmfair, was held November 6 to 16, 1986 in Northlands AgriCom. More than 5,000 individual animals were shown with approximately 600 sold in the various breed association sales. Entries of purebred dairy and beef cattle, swine, sheep, poultry, pigeons, rabbits, cavies, water fowl and Quarter Horses came from throughout the prairie provinces and

British Columbia. The combined efforts of the numerous committees resulted in the success of Farmfair '86. Committee Chairmen for this event were Don Jackson, Doug Maschmeyer, Gordon Patriquin, Tom Knight, Lorne Bodell, Howard Byers, Casey Vandermeer, Winston Curtis, Walter Weber, Reg Marler, Bruce Bannard and Bob Shopland.

Additional attractions contributed toward the high attendance at Farmfair '86. These include the third annual Northlands Western Art Show and Sale, which saw another successful year, and the Northlands-produced agri-exhibit show, a ten-day petting zoo, live entertainment and a variety of contests and promotions. The first-ever Minister of Agriculture's Barbecue provided an official welcome to more than 700 exhibitors and guests participating in Farmfair. With the Minister of Agriculture, the Honourable Peter Elzinga as guest host, this event received a positive response. As a result, this barbecue has become an annual event.

### CANADIAN FINALS RODEO

Canada's top rodeo athletes challenged the stock, the clock, themselves and each other during the 13th edition of the Canadian Finals Rodeo (CFR), November 12 to 16, 1986 in Northlands Coliseum. As well as providing some of the wildest entertainment, this year's CFR sported new glittering opening ceremonies. The Coors Hitch added a touch of nostalgia to the event and was made available by Molson Alberta Brewery Ltd., a major sponsor of CFR.

Under the direction of the Canadian Finals Rodeo Commission Chairman Len Perry, CFR is a cooperative effort of Edmonton Northlands and the Canadian Professional Rodeo Association. Paid



*The hilarious  
Line-up Maintenance Crew.*

attendance to this national sporting event saw an increase of more than 1,500 tickets and 6 Pac sales increased to an all time high of 1,361. Success for the increase in sales can be directly attributed to the marketing efforts of Chairman Peter Bidlock and the Local CFR Promotions Committee, under the guidance of Warren Holte, Director Responsible for Rodeo.

### NORTHLANDS WESTERN

Northlands Western, comprised of Northlands Superodeo, Stock Show and Sale, Farm and Ranch Show, Pedigreed Seed Show, and Quarter Horse Show attracted excellent crowds from across Western Canada, March 25 to 28.

Held in Northlands AgriCom, Northlands Superodeo had something new and improved for everyone, a result of the efforts of the Superodeo Committee under Chairman Doug Farnell. Mutton Bustin' returned as a highlight, both for the little riders and cheering fans. Patrons enjoyed the excitement of the nine rodeo events along with the crazy antics of barrelman/clown Ernie Marshall. Many took advantage of the Meet the Cowboy promotion and came down to the arena level following the performance to secure an autograph from their favourite contestants. The new rodeo lounge, located in Salon 4, served thirsty rodeo fans in a comfortable setting overlooking the arena. Ticket sales for Superodeo held their own, and new programs are in the works for 1988.

Livestock handling supplies, equipment, machinery and home products were featured at Northlands Farm and Ranch Show, which ran concurrently in Northlands Sportex, Hall C of Northlands AgriCom and on Northlands exposition site. The poor economy continued to adversely affect all Northlands Western

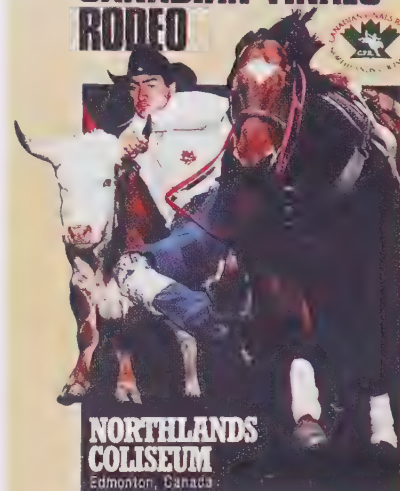
livestock events, and although the number of entries and prices have been driven down over the past few years, indications point to a brighter future. The success of Northlands Western was due to the work of Directors Responsible: Don Jackson, Doug Maschmeyer and Mike Marples, as well as the agricultural committees under Chairmen Dennis Erker, Lorne Bodell, Howard Byers, Walter Weber and Roger Lee.

Education was highlighted on March 25 when more than 2,500 elementary students filled Northlands AgriCom, taking part in the first-ever Superkids Day. Students viewed films on agriculture, took part in a livestock auction staged specially for them, and went on guided tours through the halls of livestock. As well as learning about the equipment and techniques of the sport of rodeo, students watched the rodeo slack performance and were given the opportunity to test their skill in roping. This successful new program was the result of the efforts of Chairman Bev Armstrong and the Agriculture Education Committee.

On March 28 Chairman Lorne Gunter and the Special Agriculture Events Committee coordinated a banquet honouring the 1987 recipients of scholarships and bursaries from the Northlands Endowment Program. Founded in 1982, this endowment program annually awards deserving students from 13 post-secondary institutions located throughout Northern Alberta.

Professional Rodeo Championships of Canada  
Nov. 12-16, 1986

## CANADIAN FINALS RODEO



**NORTHLANDS  
COLISEUM**  
Edmonton, Canada

@openhagen

MOLSON

For information: Canadian Northlands Box 480, Edmonton, Alberta T6A 4P6, 403-471-7210

## EDMONTON'S KLONDIKE DAYS EXPOSITION

From July 16 to 25, Northern Albertans celebrated in true Klondike style. A renewed excitement and vitality, both at Edmonton Northlands and throughout the city, made this year's exposition one of the most successful in recent years.

The celebrations began July 15 with one of the largest parades ever staged, thanks to the efforts of Chairman John Milligan and the Parade Committees. More than 150,000 fascinated spectators viewed the 124 entries which included the vibrant Edmonton Northlands float. This spectacular float was the recipient of six first place awards in various cities as well as a number of other honours including Best Overall Entry in the Calgary Stampede Parade. Honourary Parade

Marshalls for the 1987 Klondike Days Parade included Frank King, Chairman of the 1988 Winter Olympics; Gail Greenough, World Champion Equestrian; His Excellency Montree Pongpanit, Minister of Commerce for the Royal Thai Government; and His Excellency Manas-pas Xuto, Thailand's Ambassador to Canada.

At the Post Parade Reception, three Builders of Edmonton's Klondike Days, Bill Jackson, Tommy Fox and Jack Weber, were recognized for their pioneering work. More than 500 local, national and international guests attended this reception, coordinated by Chairman Eileen Yonkers and the Hospitality Committee.

On Northlands exposition site, fair-goers found their days filled with tempting



*Creating designer hats was one of the activities enjoyed at Kids World.*

things to see and do. The traditional northern mining theme of Klondike Days included a special focus this year as the most exotic country in Asia came to life.

The Kingdom of Thailand Trade and Cultural Exhibition opened its doors to the public on July 16, commanding rave reviews and quickly becoming a must-see for Klondike Days patrons. Exhibitors ranged from silk flower vendors to jewelry and leather suppliers. Other popular articles included exotic fruits and vegetables and beautifully hand-painted Thai umbrellas.

The Attractions Committee, under the chairmanship of Warren Holte, did an outstanding job in lining up another year of superb entertainment. The popular Coliseum of Stars returned with big name entertainers Neil Diamond and George Strait, along with an evening of World Championship AWA Wrestling.

Strolling entertainers were plentiful throughout the exposition site, thrilling audiences of all ages with their hilarious antics. The Line-up Maintenance Crew, walking-talking puppet stages, La Lune the Mime, and many others helped our visitors enjoy their day at Edmonton Northlands.

The 2/3 TV AgriCom Theatre proved to be one of the most popular entertainment venues. In addition to the home grown talent of the Klondike Days Youth Talent Quest, which was presented by Chairman Gene Martinuk and the Youth Talent Quest Committee and sponsored by 2/3 CFRN TV, full houses enjoyed a glittering selection of fall fashions from international designers. The International Designer Showcase was presented by

Mall World Plus. This stage also featured the brassy sound of Sensation and a Touch of Thailand by Silk, a traditional Thai performing troupe from Bangkok.

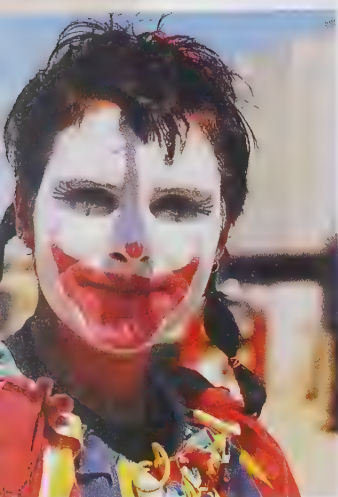
An all-new venue for the little Klondikers was located on the south end of the grounds. Kids World had a non-stop array of imaginative wonders. From the toy mine to the craft workshops and entertainment, this venue brought many smiles to the faces of kids of all ages.

The CFCW Stage presented Darcy West as well as The Fourth Generation. The Viewpoint Plymouth Chrysler Stage was home to Billy Can, the All American Boys Chorus, Double Eagle, the McDade Family and Mercey Brothers. Thousands took a trip on the Klondike Railway and panned for gold at the Chilkoot Gold Mine, both sponsored by Via Rail Canada Limited. The real Canadian Superdogs made a return appearance along with the all new International Cat Show, all sponsored by the real Canadian Superstore. Bikes were spinning, bouncing and soaring in the BMX competition and the racing pigs were back squealing around the track. Topping off this exciting free entertainment package was the ever-popular Silver Slipper, with Sue Whalen and the Klondike Follies.

Prizes worth more than \$550,000 were at stake in the raffles coordinated by Chairman Jim Woronuik and the Casino/Raffles Committee. Headlining the list of raffles for this year's exposition was the all-Alberta-built Lions Dream Home, won by Margaret Lachance of Boyle, Alberta. This prize was constructed by Encore Homes with corporate and promotional



*Performers from Bangkok mesmerized crowds with demonstrations of traditional Thai sword fighting.*



support from Northwestern Utilities Limited and Alberta Municipal Affairs. Other prizes included the A.C.T. Gold Brick, Rotary Truck and Trailer, Kinsmen Car Awards with cars from Edmonton Northlands' official supplier Viewpoint Plymouth Chrysler Limited, and the 4-H Steer-A-Day Award. The service clubs collectively earned close to \$200,000 in support of community activities.

"Deal yourself in" was again the order of the day in the Golden Garter as the Klondike Days Casino and the Goldrush Blackjack Tournament took place. The tournament, sponsored by Number 7, 1260 CFRN Radio, the Imperial Palace Hotel and Casino, and Treasure Tours, had prizes totalling \$45,000.

The midway was an important part of Edmonton's Klondike Days Exposition as Canada's Conklin Shows, one of North America's largest midways, returned for its 12th consecutive year. Chairman Doug Doolittle and the Midway Committee did a superb job of coordination.

An inspired Creative Living Committee, under Chairman Marianne Miles, put together the best show ever in Northlands Sportex. With a record 2,345 entries in four categories (handicrafts, culinary, horticulture, and photography), the overall show had a fresh, exciting look. The Magic of Cooking Show with Eric Lenz drew large crowds, as did the Community Stage, which was coordinated by Pat Stevenson of the Youth Activities Committee, under guidance of Chairman Norm Fitl. The displays and attractive layout of Northlands Sportex helped this building boast one of the highest attendances ever.

Agriculture was certainly prominent at Klondike Days with the non-stop Klondike Horse Extravaganza in Hall D of Northlands AgriCom. In addition to the Heavy Horses, Challenge of the Breeds, World of Horses, Cutting Horses and Draft Horse Pulling Competitions, this year's extravaganza featured a Pony and Small Horse Show. All divisions received record entries. Success for these events can be attributed to Committee Chairmen Jack Pearse, Russel Yurkiw, Doris Jacobi, Bob Zirnelt and their respective committees.

In addition, 34 farm families from throughout Northern Alberta were recognized at a luncheon on July 20 in honour of outstanding service and commitment to their respective agricultural communities. This program is a result of the efforts of Chairman Doug Maschmeyer and the Farm Family Awards Committee.

Klondike Days 1987 will be remembered for its international flair complementing the outstanding entertainment, displays, exhibits and activities. Special appreciation goes to Chairman John Bencharsky and the Klondike Days Coordinating Committee for a job very well done. The quality of effort and dedication to the tasks at hand was excellent. With a total attendance of 650,673, increased from 586,102 in 1986, the success of this year's Klondike Days shows.

# F Food Services

The Food Services Division continues to grow under the increased volume of activities Northlands' facilities are enjoying. With the hockey season coming to a very successful completion on the last day of May, racing running from March through November, the increased activities in Northlands AgriCom and the dramatic increase of more than 12 per cent in catering sales, the Food Services Division realized a significant sales growth over 1986.

The four new themed food and beverage areas located on Level Four of Northlands Coliseum proved to be a great success with attendance reaching near capacity during Oilers hockey games. All Stars Dining Room continued to be one of Edmonton's finest restaurants and the Coliseum Master Plan saw the introduction of two newly-renovated concessions offering freshly baked pizza to Coliseum patrons. Throughout the coming year all Coliseum concessions will be upgraded.

The newly constructed storage and food service facility located in Northlands Coliseum will facilitate the receiving and distribution of food-related items for all Northlands' facilities. As well as improving shipping, this centralized warehouse allows better control of inventory, with considerable time savings.

As part of the Racetrack Master Plan, consideration is being given for improvements to the food services facilities located in Northlands Grandstand.



*Hot delicious pizza - a tasty addition to Northlands Coliseum.*



*In their new prospector costumes, gate staff greeted guests in true Klondike style.*

By remaining a significant employer in the Edmonton area, Edmonton Northlands returns many benefits to the community. Through job opportunities at Edmonton Northlands, hundreds of students gained valuable work experience and many retired members of the community were given the opportunity to share their knowledge.

Excluding Klondike Days, staffing levels were 185 permanent employees, and up to 1,400 event employees, with an associated payroll of \$11.5 million. The addition of more than 1,200 temporary employees for Klondike Days required a payroll expenditure in excess of \$600,000 by Edmonton Northlands alone. Many additional employees were hired by Canada's Conklin Shows and the independent concessionaires.

Through recruiting, training and emphasizing staff development, the Human Resources Division provides an essential service to Edmonton Northlands. The Human Resources Division continued to work with the provincial and federal governments and was successful in obtaining a number of employment grants to help offset a portion of the payroll costs. To help facilitate employee growth, a resource room was developed. Video cassettes, books and magazines on personal and career development, as well as information on training programs and courses were made available for use by staff. Internal communications were concentrated upon, and in conjunction with the Public Affairs Division, many advancements were made, including the introduction of two new monthly publications for staff.

# M

## Marketing



In an effort to meet the growing demands of the trade and consumer marketplace, the Marketing Division now comprises a Corporate Sponsorship Department, a Trade Show Department, and a Sales Department, each representing an area of emphasis for the Division.

One of the major goals of the Marketing Division during 1987 was to develop and administer Northlands-produced trade shows, under the guidance of the Trade Show Committee chaired by Dr. William Preshing. The Made in Thailand Trade Show '87 put the international spotlight on Edmonton, bringing it both cultural and economic benefits.

More than 400 guests from Thailand, including top ranking government officials and private sector representatives of more than 100 Thai companies, travelled to Edmonton to participate in the show. Inside Hall B of Northlands AgriCom, 260 Thai exhibitors proudly displayed an impressive array of products ranging from gifts, jewelry and leather goods to kitchenwares, food products and

silk flowers. Educational displays and multi-media presentations were presented by the Department of Export Promotion and Tourism Authority of Thailand.

The show was officially opened on July 13 by President Don Hamilton; the Right Honourable Joe Clark, External Affairs Minister of Canada; His Excellency Montree Pongpanit, Minister of Commerce for the Royal Thai Government; His Excellency Manaspas Xuto, Thailand's Ambassador to Canada; the Honourable Larry Shaben, Alberta's Minister of Economic Development and Trade; and His Worship Mayor Laurence Decore. More than 4,300 buyers and special guests from throughout North America attended the trade-only portion, July 13 to 15.

Trade negotiations continued as the show opened to the general public on July 16 when the Kingdom of Thailand Trade and Cultural Exhibition became the feature show of Edmonton's Klondike Days. An estimated \$10 million worth of long-term supply contracts were signed throughout



*A touch of Thailand comes to Hall B.*



*A ceremonial gong opens the Made in Thailand Trade Show '87.*

the show, along with the more than \$3 million worth of product sales made during the public show.

As well as concentrating on trade shows, throughout 1987 an emphasis was placed on Northlands Year Round and Event Sponsorship programs. Sponsorship helps maintain the top quality attractions and events produced by Edmonton Northlands, while maintaining reasonable ticket prices. An increase in participation was received by Edmonton Northlands from many national, regional and local companies in the form of corporate sponsorship. Two major Year Round Sponsors contracted this year include Molson Alberta Brewery Limited and Viewpoint Plymouth Chrysler Limited.

Both in conjunction with, and independent of the existing sponsorship programs, an advertising signage program for Northlands Coliseum and Northlands AgriCom was developed under the chairmanship of Dr. Bob Westbury and the Sponsorship Committee. A major component of this program, a new \$1.4 million state-of-the-art scoreclock, complete with full colour graphic and animation capabilities, was installed in Northlands Coliseum. Other additions include 10 new black and white full graphics entertainment and information message centres located at both ends of



*An estimated \$10 million worth of contracts were signed.*

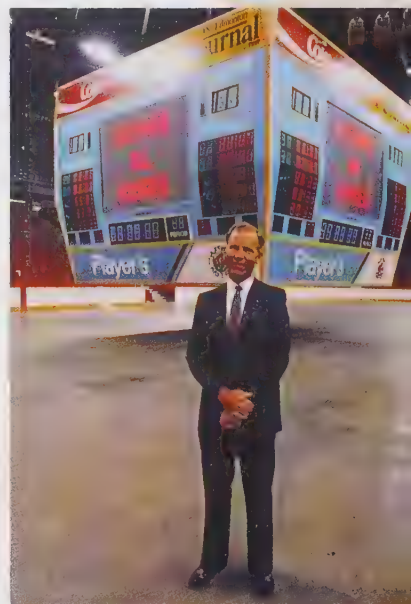
the Coliseum, television monitors located throughout the concourse and new menu boards above all concessions. Plans are underway to expand this advertising signage program to incorporate Northlands Park.

Marketing activities were designed by the Sales Department to attract new trade and consumer shows, entertainment and sporting events, as well as cultural exhibitions to Edmonton Northlands' facilities. Extensive research, planning and development of new sales and marketing strategies continues, and as a result it is expected that a minimum of five new trade and consumer shows and attractions will be produced within the next two to five years. The success of these concentrated efforts show as Northlands' facilities realized 1,934 event days in 1987, an increase from 1,627 event days in 1986.

Drawing on the expertise of the Marketing Division, Edmonton Northlands continued its commitment to the World Trade Center Edmonton (WTCE). With guidance from Chairman Dr. Bill Preshing and the WTCE Board of Directors, the Edmonton Center developed extensive business and information services, including a bi-monthly newsletter, maintained constant interaction with government departments concerning trade missions and inter-governmental affairs, and circulated international trade leads and inquiries. Membership increased by 29 to a total of 119, and operational goals continued to be met through the support of the WTCE sponsors: the Edmonton Chamber of Commerce, the Edmonton Economic Development Authority and Edmonton Northlands. Managed and staffed by Edmonton Northlands, the WTCE offices were relocated from Northlands Sportex to the higher profile location of Northlands AgriCom.



*Left to Right: His Excellency Montree Pongpanit, the Right Honourable Joe Clark, His Worship Mayor Laurence Decore, Chare Chuthanatkul, Director General of the Department of Export Promotion.*



*Director Dennis Erker during the unveiling of the \$1.4 million scoreclock.*

# P

## Plant and Buildings

Physical plant development continued to be a priority at Edmonton Northlands. With guidance from the planning and development committees, and Director Responsible Bill Mack, the Plant and Buildings Division was involved in a number of projects during the year.

Construction continued in Northlands Coliseum, with the completion of a 25,000 square foot commissary. As part of the overall upgrading of Level 3 in Northlands Coliseum, television monitors and countdown clocks were placed throughout the concourse level, and two new food concessions were introduced. New facility signage was added, complementing the new state-of-the-art score-clock. A Sarnafil roof was installed on the Coliseum, along with renovations to upgrade the insulation and reduce energy consumption. This completes Stage One of Phase II of the Coliseum Master Plan, under guidance of Chairman Gordon Wilson and the Coliseum Master Plan Committee. Further upgrading will continue over the next two years.

Storage and tenant upgrade space in Northlands AgriCom was converted to permanent offices which now house the Food Services and Marketing Divisions, as well as the World Trade Center Edmonton. Renovations were also made to upgrade the Facilities Operations Division offices and the Livestock Show Office located in Northlands AgriCom, and the Major Events Division offices situated in the Administration Building.

The 118th Avenue Entrance Gate was replaced with phase one of a three phase upgrading. This phase consisted of the construction of two new double ticket booths, wrought iron gates and fencing. As well, the John Gallop Sign Program was introduced to upgrade and standardize all building signage.

Under direction from the Hall of History Committee, chaired by Ernie Smalian, the historic eight ton milk bottle which once stood as a landmark atop the old Edmonton City Dairy Plant, was restored and erected in Bonanza Park. As part of a grounds beautification plan directed by Chairman Eli Radomsky and the Grounds Improvement Committee, the entrance to the Chilkoote Mine was relocated, enhancing the mine's Klondike theme, providing a higher profile and allowing better traffic circulation.

Over the past year the Area Development Plan Committee, chaired by Reg Norby, has worked with the Borden Park Residents Association (BPRA) and the City of Edmonton to develop objectives for future development in the Northlands area. The Area Redevelopment Plan Committee has developed a 15 year land use and development proposal which considers the following points: parking and traffic circulation, Borden Park, neighbouring communities, expansion and improved facilities, and Northlands Park. The BPRA will also prepare a land use plan for the area. After reviewing both proposals, the City of Edmonton will develop an area redevelopment plan for consideration by City Council.

Continued improvements will result from the efforts of the Race Track Study Committee, chaired by Frank Kobie and the policy addressed by the Parking and Traffic Committee under the chairmanship of Bill Hooson.



*A new look for the 118 Avenue Entrance Gate.*

# F Facilities Operations



*Edmonton Northlands' dedication to the pioneering spirit of Alberta's Dairymen.*

The Facilities Operations Division provided an essential service for more than 1,000 events held in Northlands' facilities. Involved in set-up for all Northlands-produced events, the Facilities Operations Division also provides a support service for tenants of Northlands' facilities.

Facilities Operations is involved in almost every aspect of event set-up and operation. Staff include ticket takers, usherettes, washroom attendants and ticket sales people. The Coliseum Box Office sold more than 200,000 tickets throughout the year.

In order to ensure the safety of all patrons, the Facilities Operations Division works with St. John Ambulance to provide qualified first-aid volunteers. Continued custodial requirements for the various facilities are also attended to by this division.



# P Public Affairs

From the Klondike Days advertising campaign to hosted functions and the production of this annual report, the Public Affairs Division is involved in nearly every effort to communicate with Edmonton Northlands' various publics.

During 1987 there were a number of new initiatives undertaken by the division, and perhaps the most significant of these was the new emphasis towards community relations as directed by the Community Relations Committee chaired by Eileen Yonkers and the Urban Affairs Committee chaired by Jim Woronuik.

This new direction was undertaken in order to give Edmontonians generally, and our neighbours particularly, ready access to a representative who could receive their concerns, alert the appropriate personnel, and provide a prompt response. But the new position involves more than reacting to problems when they arise, it also has a strong proactive component. The new Community Relations Supervisor is an active member of the Area 3 and Area 4 Community Councils, working to promote a stable and productive relationship with these important community-based organizations.

Advertising is a major function of the Public Affairs Division, and 1987 brought a number of achievements. For our 1986 Klondike Days campaign, the International Association of Fairs and Exhibitions (IAFE) awarded Edmonton Northlands a Merrill Award which recognizes "excellence in advertising". Only three such awards were presented throughout North America. This Klondike Days campaign also won two awards from the Advertising Club of Edmonton.

Not letting success stand in the way of progress, Public Affairs, working closely

with Major Events, introduced a new process to create the 1987 Klondike Days advertising campaign. Featuring a greater degree of consultation and communication among our advertising agency, Francis, Williams and Johnson, Major Events, and Public Affairs, this new process produced the most thoroughly-planned and most effective campaign in years.

Throughout the year Public Affairs worked with various committees to coordinate a number of special events. One of the most exciting of 1987 was the Man In Motion World Tour Public Rally. As well as offering Edmontonians the opportunity to show their support of Rick Hansen and spinal cord research, the rally helped this Canadian hero achieve goals important to many physically challenged Canadians. Credit for the success of this event goes to Chairman Al Parsons and the Special Events Committee.

Other special events include the Post Parade Reception and Salons 6 and 7 Dinners held during Klondike Days. These successes can be attributed to the Hospitality Committee, under Chairman Eileen Yonkers.

Edmonton Northlands benefitted from two important technological advances in 1987. A desktop publishing system allows Public Affairs to create basic art, typesetting and layout. As well, this equipment provides interfacing capabilities with outside production houses, resulting in considerable cost and time savings. Type for this annual report was done in this manner.

The division also obtained sophisticated television production equipment. During 1987, approximately 20 video projects were completed, saving thousands of dollars in corporate communications,



*Thousands filled Northlands Coliseum in support of Rick Hansen and the Man in Motion World Tour.*

promotional, training and racing programming.

These two examples of new communications technology have increased the productivity and quality of Edmonton Northlands' public relations efforts. Their scope is only limited by the number of

hours of production time available.

Public Affairs continued to work with the various committees and Directors Responsible, Eileen Yonkers and Ernie Smalian, to develop and execute the strategies needed to make Edmonton Northlands better known and understood.

*Jake and Arnold, spokespersons in the 1987 Klondike Days advertising campaign.*



# EDMONTON NORTHLANDS COMMITTEES

September 30, 1987

## GENERAL COMMITTEES

### AUDIT

Don Hamilton — Director Responsible  
Gary Campbell — Chairman  
Dennis Erker  
John Ramsey Ross Brown

### FINANCE

Gerry Yuen — Director Responsible/Chairman  
Frank Kobie Dale Cole  
John Anderson Jim Shaw  
John Tweddle

### PROTOCOL

Don Hamilton — Director Responsible  
Leo LeClerc — Chairman  
George MacDonald

### SHARES/MEMBERSHIP

Glen Lavold — Director Responsible/Chairman  
Allan Shenfield Harry Hole  
Ross McBain Len Perry  
Don Jackson Jack Agrios

### NOMINATING

Glen Lavold — Director Responsible/Chairman  
Allan Shenfield Mike Marples  
Ross McBain Gordon Wilson

### VOLUNTEER PLACEMENT

Dale Cole — Director Responsible/Chairman  
Don Jackson Gerry Yuen  
Mike Marples John Bencharsky

### SPONSORSHIP

Dr. Robert Westbury — Director Responsible/Chairman  
John Ramsey Bob Bradburn  
John McDougall Dennis Erker  
Robert Chapman Jack Chesney

### TRADE SHOWS

Ross Brown — Director Responsible  
Dr. Bill Preshing — Chairman  
Wayne Robinson Gerry Yuen  
John Ramsey Glen Lavold  
Dr. Robert Westbury Ravi Bakshi  
Jim Ennis Brendan Saunders  
Donald Haythorne Randy Press

## RACING COMMITTEES

Frank Kobie — Director Responsible

### RACE PROMOTION (Thoroughbred)

John Anderson — Chairman  
Don Burdago Jim Johnson  
Jack Crowley Muriel McGuire

### RACE PROMOTION (Harness)

Jack Crowley — Chairman  
John Anderson Ken Awid  
Wayne McNear Joe Doherty  
Larry Kincade

## RODEO COMMITTEES

Warren Holte — Director Responsible

### SUPERODEO

Doug Farnell — Chairman  
Dave Batty Gordon Spooner  
Vic Bennett Bob Hood  
Dallas Doran Don Gray  
Mary MacNab

## CFR LOCAL PROMOTIONS

Peter Bidlock — Chairman  
Al Anderson Gordon Wilson  
Jim Wuest William Owen  
Bob Benner Ken Wamsley

## PLANNING AND DEVELOPMENT COMMITTEES

Bill Mack — Director Responsible

### PLANNING & DEVELOPMENT (Main)

Bill Mack — Chairman  
Reg Norby Frank Kobie  
Eli Radomsky Bill Hoosen  
Gordon Wilson

### PARKING & TRAFFIC

Bill Hoosen — Chairman  
Mahlon Weir John Sirovyak  
George Butler Orest Korbitt  
Doug Ross Geoff King  
Elmer Noon Al Buerger

### GROUND IMPROVEMENTS

Eli Radomsky — Chairman  
Bill Bruyer Ed Schultz  
Bill Preshing Jr. Garnet McKee  
Pat Lipton

### COLISEUM MASTER PLAN

Gordon Wilson — Chairman  
Bruce Dafoe Jim Gillespie  
Burke Perry Ed Bland  
Ken King Robert Pearce  
George de Rappard

### RACETRACK STUDY

Frank Kobie — Chairman  
Ivan Ivankovich Ron Brunet  
John Patrick Michael Ross  
Lloyd Benbow

### GENERAL DEVELOPMENT PLAN

Reg Norby — Chairman  
Bruce Dafoe Ivan Ivankovich  
Mahlon Weir Don Hollands  
Ed Bland

### AREA REDEVELOPMENT PLAN

Don Hamilton — Director Responsible  
Reg Norby — Chairman  
Bill Mack Bill Hoosen  
George Butler Bill Purdy

## COMMUNITY RELATIONS COMMITTEES

Eileen Yonkers — Director Responsible

### COMMUNITY RELATIONS (Main)

Eileen Yonkers — Chairman  
Jim Woronuk Alan Parsons  
Bev Armstrong Ross Brown  
Doug Doolittle Reg Norby  
Ernie Smalian

### HOSPITALITY

Eileen Yonkers — Chairman  
Mel Covey Doug Maschmeyer  
Bernice Gordeyko Elizabeth Kobie  
Doug Shillington Gail Page  
Trevor Davies Anita Ratchinsky  
John Szumlas

### URBAN AFFAIRS

Jim Woronuk — Chairman  
Glen Connelly George Butler  
Brian Gibson Doug Ross  
Reg Gillespie

## SPECIAL EVENTS

Alan Parsons — Chairman  
Gail Page Diana Park  
June Cavanagh Ken Penniford  
Harv Haugen Faye Holte  
Gordon Harris Bev Armstrong  
Pat Stevenson John Milligan  
Shannon Polack

## FARM FAMILY AWARDS

Ernie Smalian — Director Responsible  
Doug Maschmeyer — Chairman  
Frank Campbell Tom Knight  
Clarence Newman Irene Leavitt  
Allan Shenfield Bob Shopland  
Don Potter

## RURAL YOUTH

Ernie Smalian — Director Responsible  
Tom Knight — Chairman  
Bob Burns Anna Meakin  
Gary Webber Esther Reminsky  
Rita Hennig Irene Leavitt  
Janet Vanroessel Ted Youck  
Grant Fuhr Pat Galloway

## HALL OF HISTORY

Ernie Smalian — Director Responsible/Chairman  
Art Potter Robert Burrows  
Tony Cashman Fred Miller  
Doug Daugherty Ken Awid  
Laurie Rasmussen

## KLONDIKE DAYS COMMITTEES

John Bencharsky — Director Responsible

### KLONDIKE DAYS CO-ORDINATING

John Bencharsky — Chairman  
Donald Haythorne Jim Woronuk  
Doug Maschmeyer Ernie Smalian  
Doug Doolittle Warren Holte  
John Milligan Marianne Miles  
Gene Martinuk Mel Covey

### EXECUTIVE PARADE

John Milligan — Chairman  
Reg Norby Dan Cherney  
Chuck Moser Grant Strand  
Harvey Wiltshire

### GENERAL PARADE

John Milligan — Chairman  
Insp. Jules Rawlyk David Batchelor  
Sgt. Ron Harris June Cavanagh  
John McDonald Bev Armstrong  
Ron Tookey Pip Martin  
Orest Korbitt Tracey Bodner  
Don Kinnee Ann Steblyk  
Marcel Fafard Gerald Polack  
Luke Pringle Dave Starko  
Bill Penrice Hanni Fritz  
Ken Melnichuk Wilf Meyers  
Andy McKechnie Doug Ross  
Sgt. Tom Fleschman George Mah  
Frank Parrotta Bill Skelly  
Doug Shillington Bruce Keltie  
Andy Huntley Rick Hooper  
Dave Norwood

### ATTRACTIONS

Warren Holte — Chairman  
Doug Doolittle Eileen Yonkers  
James MacLean

### CREATIVE LIVING/YOUTH ACTIVITIES CO-ORDINATING

Gene Martinuk — Chairman  
Marianne Miles

**CREATIVE LIVING**

Marianne Miles — Chairman	
Carol McKnight	Larry Olsen
Arthur Carlyle	Marion Funnell
Sonya Shewchuk	Edith Radke
Armande Jones	Elsie Potter
Lloy Maschmeyer	Arlene Smith
Diane Emerson	Jean Chapman
Linda Lockwood	Michelle Weitzel
Ann Gurney	Natalia Bencharsky

**YOUTH ACTIVITIES**

Norm Fitl — Chairman	
Audrey Martyn	Dave Johansson
John Rivet	Fred Curr
Jean Kapoor	Pat Stevenson
Sue Luchak	Rajan Kapoor
Julie Lupul	Judy Sleik
Laura Burr	Lil Sargent
Mary Tedder	

**FEATURE EXHIBITS**

Donald Haythorne — Chairman	
Tom Quilley	Elizabeth Kobie
Robert Caine	Fred Greenberg

**MIDWAY**

Doug Doolittle — Chairman	
Bill Patrick	

**CASINO/RAFFLES**

Jim Woronuk — Chairman	
Ken Thatcher	Walter Badowsky
Thomas Lloyd	Doug Jarvis

**YOUTH TALENT QUEST**

Gene Martinuk — Chairman	
Norman Forbes	Elaine Dodds
Rick Waterson	Helen Alford
Marg Tomkins	Alison Souster
Jane Batty	

**COURTESY CAR**

Ernie Smalian — Chairman	
Ken Penniford	Fred Miller
Ed Bland	Doug Daugherty

**AGRICULTURE PROMOTION COMMITTEES**

Mike Marples — Director Responsible

**AGRICULTURE CO-ORDINATING PROMOTION**

Mike Marples — Chairman	
Bev Armstrong	David Ward
Doug Maschmeyer	Don Jackson
Lorne Gunter	Bruce Bannard
Dennis Erker	

**NORTHLANDS WESTERN**

Dennis Erker — Chairman	
Gary Benoit	Bill Purdy
Lorne Gunter	Keith Williams
Angus Watt	Hanni Fritz
Don Jackson	

**NORTHLANDS FARMFAIR**

Bruce Bannard — Chairman	
Keith Williams	Doug Ross
Elton Dunk	Don Hunt
Don Freeland	

**SPECIAL AGRICULTURE EVENTS**

Lorne Gunter — Chairman	
Gary Clark	Ken Sprague
John Greer	

**AGRICULTURE EDUCATION**

Bev Armstrong — Chairman	
Ray Dixon	Virginia Differenz
Bernice Gordeyko	Eileen Yonkers
Tom Knight	Bob Benner
Donald Hollands Jr.	Bob Hood
Mahlon Weir	Barry McDonald

**AGRICULTURE DEVELOPMENT COMMITTEES**

Directors Responsible — Don Jackson/Doug Maschmeyer

**AGRICULTURE DEVELOPMENT**

Don Jackson — Chairman	
Doug Maschmeyer — Vice-Chairman	
Howard Byers	Donald Duff
Reg Marler	Al Anderson
Tom Knight	Casey Vandermeer
Winston Curtis	Robert Shopland
Ross Gould	Roger Lee
Lorne Bodell	Harry Pederson
Russel Yurkiw	

**BEEF CATTLE**

Howard Byers — Chairman	
Lorne Bodell — Vice-Chairman	
Milton Hennig	Margaret Mitchell
Robert Holowaychuk	Ken Cox
Carl Blach	Roger Fleming
Robert Taylor	Norris Sheppard
Doug Maschmeyer	Gordon Ziegler
Ken Davies	Larry Yurkiw
Mel Minchau	Earl Baltimore
Bruce Knight	John Ross
Tod Hannas	Ken Lewis
Lyle Heiberg	Marvin Kalmbach
Walter Saide	Colin Fraser
Mike Page	Jack St. Arnaud
Ross Gould	Richard Pfleger
Kay James	Bob Caltrell
Ross Cossey	Alan Minchau
Bert Whittaker	Bob Airth
Frank Radcliffe	John Hochhausen
Gordon Fuhr	Bernice Payne
Eva Ludwig	Bob Foxwell
Alberta Fesyk	Rodney Stinn
Neil Norton	Marion Vankosky
Greg Sell	Gary Sparshu
Herb Meier	

**CHALLENGE OF THE BREEDS**

Jack Pearse — Chairman	
Donna Rae Cotta	Peggy McDonald
Stanley Harris	Jean Archer
Val Klatt	Doris Jacobi
Liz Williams	James Wuest
Don Jackson	Chester Goetzinger
Guy Packford	Kathy Knoll
Christine Schwartz	Jim Merrill
Everett Halvorson	Bob Coleman

**DAIRY CATTLE**

Harry Pederson — Chairman	
Brent Wylie	Robert Stannard
Gordon Patriquin	Orville Schmidt
Charles Dixon	Len Grad
Robert Logan	Ray Dixon
Claudia Wagner	Bud Hughes
Doug Bienert	Mike Southwood

**(DRAFT) HORSE SHOW**

Russel Yurkiw — Chairman	
Keith Brady	Don Swanston
Gary Lindberg	Jack Kerns
Allan Gordeyko	Cliff Kelsey
Dennis Gordeyko	Keith Gibson
Bob Burns	John Keleman

**PEDIGREED GRAIN**

Roger Lee — Chairman	
Don Roe	Bob Nelson
Bill Witbeck	Martin Daniels
Ernest Kvamberg	Al Campbell
Gilles Lamoureux	

**POULTRY & RABBIT**

Casey Vandermeer — Chairman	
Pat Tully	Bob Charest
Wilbur Posthuma	Jerry Gray
Jerry Vandermeer	John Posthuma
Ron Felgate	John Cabral
Peter Plazier	

**SHEEP**

Doug Maschmeyer — Chairman	
Tom Reed	Edith Williams
Beverly Rink	Susan Hosford
Reg Marler	Dan Cadsand
Alice Roberts	Kelson Quarrie
Greg Garvan	Gordon Cadsand
Bruce McGhan	Robert Shopland
Tom Seaborn	Nelson Modin
John Ross	Doug Laurie
Kathy Playdon	

**SWINE**

Doug Maschmeyer — Chairman	
Robert Shopland	Art Lange
James Brownlee	Bill Dieterman
Harvey Rice	Walter Weber
Steve Fedoretz	T.J. West
Gerald Maschmeyer	Don Duff
Stuart Eagles	Murray Roeske
Mike Southwood	

**NORTHLANDS REPRESENTATIVES**

**EDMONTON KLONDIKE DAYS ASSOCIATION**

Glen Lavold — Chairman	
Dennis Erker	
Jim Woronuk	
John Bencharsky	

E.C.T.A. (Board)  
Warren Holte

E.C.T.A. (Festivals)  
John Bencharsky  
Bob Gray

**WESTERN CANADA LOTTERY, ALBERTA DIVISION**

Don Jackson  
Don Sprague  
Dr. Robert Westbury  
George Hughes

**CHAMBER OF COMMERCE**

Dr. Robert Westbury

**JOINT RACING**

Don Hamilton  
Frank Kobie  
George Hughes  
Colin Forbes

## EDMONTON NORTHLANDS MEMBERS LIST

September 30, 1987

AGRIOS, Jack N.  
ANDERSON, Jim G.  
ARCHER, Jean  
ARMSTRONG, Bev  
AWID, Ken K.  
AWID, Mickey A.  
BADOWSKY, Walter  
BAGSHAW, W.J.  
BAILEY, John L.  
BAILEY, S. Richard  
BANNARD, Bruce  
BARFORD, Rev. J.C.  
BENBOW, Lloyd  
BENCHARSKY, John  
BENNER, Robert  
BERG, Carl E.  
BIDLOCK, P.  
BIENERT, Doug H.  
BODELL, Lorne  
BOYER, Don J.  
BRADBURN, R.A.  
BROMHAM, Len P.  
BROWN, Ross K.  
BROWNLEE, James  
BUCHANAN, D.J.  
BURNS, Robert  
BURNS, W.A. Doug  
BURROWS, R.B.  
BUTLER, George  
BUTT, V.R.  
BUTTI, Olivia  
BYERS, R. Howard  
CAINE, Robert  
CAINE, W.H.  
CAMPBELL, Gary G.  
CAMPBELL, H. Frank  
CAMROSE AGRICULTURAL  
SOCIETY  
CARLYLE, A.R.  
CAVANAGH, J.  
CHAPMAN, Darlene

CHAPMAN, Ken J.  
CHAPMAN, R.W.  
CHESNEY, John L.  
CHRISTIANSEN, Don  
CLARK, Gary H.  
CLARKE, Don  
COLE, Dale W.  
COLLINS, M.R.  
CONNELLY, Glenn  
CONNELLY, W.J.  
COX, Kenneth  
CRAWFORD, D.B.  
CRESSWELL, H.G.  
CRESSWELL, W.F.  
CROWLEY, Jack  
DAFOE, Bruce  
DANARD, Donald B.  
DAUGHERTY, Doug  
DAVIES, Trevor A.  
DAY, Peggy  
de RAPPA, George  
DIXON, Charles  
DIXON, Raymond  
DOHERTY, J.R.  
DOOLITTLE, Douglas  
DUFF, Donald  
DUGGAN, Jack E.  
DUGGAN, Neil David  
DUNCAN, D'Arcy D.  
DUNK, Elton  
EASTON, Jack G.  
ENNIS, James  
ERKER, Dennis  
EVANS, Art  
FARNELL, Douglas G.  
FEDORETZ, Steve  
FORBES, Norman  
FREELAND, Don F.  
FUHR, Gordon  
FUNNELL, Ronald L.  
GIANNONE, Pat A.

GOODY, Dasha  
GORDEYKO, Bernice  
GORDEYKO, Dennis  
GRAD, Leonard J.  
GRAEFE, C.W.A.  
GREENBERG, F.R.  
GUNTER, Lorne  
HAMILTON, Donald M.  
HAUGEN, Harv K.  
HAYTHORNE, Donald F.  
HENNING, W.J.M.  
HERON, Gordon  
HIEBERT, Al  
HIGGINS, Joan  
HOLE, Harry  
HOLLANDS, Dan F.  
HOLTE, Warren H.  
HORNER, Dr. Hugh  
HOSFORD, W.J.  
IVANKOVICH, I.F.  
JACKSON, Donald F.  
JACOBS, Richard D.  
JACOBS, Thomas  
JARVIS, W.  
JEWETT, Hilary  
JONES, Elaine  
JONES, Graham W.  
KAPOOR, Jean  
KNIGHT, Tom  
KOBIE, Franklin L.  
LAVOLD, Glen W.  
LEAVITT, Irene  
LeCLERC, Leo L.  
LeLACHEUR, J.C.  
LeLACHEUR, R.J.  
LLOYD, Thomas  
LONG, J.R.  
MacDONALD, George  
MacDONALD, Ken  
MACE, Derek  
MACK, Bill

MacLEAN, James  
MAH, George  
MARLER, Reg  
MARPLES, Mike  
MARSHALL, Donald M.  
MARTINUK, Gene  
MARTYN, John  
MASCHMEYER, Doug  
MASCHMEYER, Gerald  
MATICHUK, Andy W.  
McARTHUR, D.R.B.  
McBAIN, A. Ross  
McDONALD, John G.  
McDONELL, Allan  
McDONELL, John  
McDOUGALL, J.R.  
McGUIRE, D. Muriel  
McINTYRE, Norman J.  
McLEOD, Harris D.  
McRORIE, Peter  
MILDON, E. Lloyd  
MILDON, Merrill  
MILES, Marianne  
MILLER, Fred  
MILLIGAN, John  
MODIN, Nelson  
MONTGOMERY, Douglas  
NEWMAN, Clarence  
NORBY, Reg  
OLSEN, L.O. (Buck)  
OTTEWELL, Lorne R.  
OWEN, W.L.  
PACKFORD, G.  
PARSONS, Alan  
PATRIQUIN, Gordon  
PAUL, Larry A.  
PEARSE, John L.  
PEDERSEN, Harry V.  
PENNIFOLD, Dr. K.  
PERRY, Burke  
PIKE, F. Rodney

PINCHBECK, T.H.  
POTTER, Donald R.  
POTTER, N.A. Don  
PRESHING, Dr. W.A.  
PURDY, Bill  
QUILLEY, T.M.  
RADOMSKY, Eli  
RAMSEY, John  
REED, Tom  
REILLY, Jack H.  
REMINSKY, Esther  
RICE, Ronald H.  
RIFE, George D.  
ROBERTS, Alice  
ROBINSON, Wayne  
ROMANKO, Willis  
RONALDSON, David J.  
ROSS, Doug  
RYE, Elmer W.  
SAVAGE, Frances W.  
SCHMIDT, Orville O.  
SCHULTZ, Ed  
SECORD, R.D.  
SEIERSEN, Chris  
SHAW, James R.  
SHECKTER, Jack  
SHENFIELD, Allan A.  
SHILLINGTON, Doug  
SHOPLAND, Robert W.  
SLOANE, Fred E.  
SMALIAN, Ernie W.  
SMITH, Darryl  
SMITH, W.S.  
SPRAGUE, Donald H.  
SPRAGUE, Walter H.  
STANLEY, Donald R.  
STANNARD, Robert  
STEVENS, Werner  
STEWART, William  
STORDAHL, Gary W.  
STRAIN, Terry

SZUMLAS, John  
TAYLOR, Robert  
THATCHER, K.J.  
THE WESTERN EXPOSITION  
ASSOCIATION  
THIBAudeau, A.V.  
THOMAS, Warren  
TWEDDLE, John M.  
VAN DE WALLE, W.  
VEGREVILLE  
AGRICULTURAL SOCIETY  
WATT, J. Angus  
WEAVER, James L.  
WEBB, Kenneth C.  
WEBBER, Gary A.  
WEIR, Mahlon  
WEST, James A.  
WESTBURY, Dr. R.C.P.  
WHITTAKER, Judge B.  
WIDNEY, R.D.  
WILKES, Penny  
WILSON, C. Gordon  
WILSON, Lloyd E.  
WORONUIK, Jim  
YONKERS, Eileen  
YOUNG, Robert  
YUEN, Gerry L.  
YURKIW, Russel

### Honourary Life Members

ADBY, Frank J.  
EASTON, Reg C.  
FALCONER, James F.  
MILNER, Stanley A.  
PAUL, Harold E.  
PERRY, H.L.D. (Len)  
POTTER, Arthur  
SCHMID, Horst A.

## SPONSORS, ADVERTISERS & CONTRIBUTORS

### MAJOR SPONSORS (Year Round)

Molson Alberta Brewery Ltd.  
Viewpoint Plymouth Chrysler Ltd.

### GOLD SPONSORS (1987 Klondike Days Exposition)

Northwestern Utilities Limited — Lions Dream Home  
Petro Canada Products — Road and Bicycle Safety Show  
Rothmans Benson & Hedges/Number 7 — Goldrush Blackjack  
Tournament

Shell Canada Products — Gate Promotion  
the Real Canadian Superstore — the Real Canadian Superdgos  
— the International Cat Show

Molson Alberta Brewery Ltd. — Coliseum Concerts  
Viewpoint Plymouth Chrysler Ltd. — Viewpoint Plymouth Chrysler  
Stage  
— Courtesy Cars

### SILVER SPONSORS (1987 Klondike Days Exposition)

Sunwapta Broadcasting:

2/3 TV — 2/3 TV AgriCom Stage  
— Klondike Days Youth Talent Quest  
1260 CFRN Soft Rock — Goldrush Blackjack Tournament  
— Lost Kids' Cabin

Genelcan Limited/Mall World Plus — International Designer  
Showcase

Canadian Airlines International — Klondike Treasure Chest  
Coca-Cola Ltd. — Klondike Treasure Chest  
Edmonton Transit Division — Advance Sales Promotion  
Imperial Palace Hotel & Casino — Goldrush Blackjack Tournament  
Treasure Tours — Goldrush Blackjack Tournament  
McDonalds Restaurants — Kids' Day

Via Rail — Klondike Railway  
— Chilkoot Goldmine  
— Klondike Treasure Chest

### CONTRIBUTORS

(1987 Klondike Days Exposition Promotions)

Sun Rype Country  
Crayola  
Mattel  
Walt Disney Studios  
Panini Canada  
Klondyke Gardens  
I.G.A. Food Services  
630 CHED  
Travel Alberta  
Chuck E. Cheese  
Charan Toy Co. Inc.  
Zoot, the Magazine (AADAC)  
Norco — The Bicycle People  
George's Cycle  
The Inside Edge

### NORTHLANDS SUPERODEO SPONSORS (1987)

Edmonton Convention & Tourism Authority  
Molson Alberta Brewery Ltd.  
Coors  
CFCW Radio  
Province of Alberta Treasury Branches  
Westmount Shopping Centre

### PARADE SPONSORS (1987 Klondike Days Exposition)

The Bay  
Shirley Potter Costumes Ltd.

The Edmonton Journal  
Coca Cola Ltd.  
C.P.R.A. (Canadian Professional Rodeo Association)  
Palm Dairies Ltd.  
Eaton's  
Molson Alberta Brewery Ltd.  
CFCW  
Westin Hotel  
Denny Andrews Ford Sales Ltd.  
Horne & Pitfield Foods Ltd.  
Conklin Shows  
Weber Motors  
Browning-Ferris Industries Ltd.  
Awards Unlimited

### FACILITY DISPLAY ADVERTISERS (Year Round)

Imperial Tobacco Ltd.  
Coca-Cola Ltd.  
The Edmonton Journal  
Philips Electronics Ltd.  
Palm Dairies Ltd.  
Gainers Inc.  
Edmonton Telephones/Yellow Pages  
Province of Alberta Treasury Branches  
Cleaning by Page Ltd.  
Allarcom Ltd. (ITV)  
Horne & Pitfield Foods Ltd.  
Canadian Imperial Bank of Commerce  
Ford Motor Company of Canada Ltd.  
Barry T's On Location  
Petro Canada Products

# EDMONTON NORTHLANDS ADMINISTRATION

## September 30, 1987

### EXECUTIVE OFFICES

George Hughes	General Manager
Colin Forbes	Associate General Manager
Frank Johnson	Assistant General Manager
Ken Knowles	Assistant General Manager
Fred Windwick	Assistant General Manager
Lorraine Hamdon	Volunteer Services Coordinator
Gladys Hopper	Executive Secretary
Judy McBride	Executive Secretary
Denise McPherson	Secretary

### ADMINISTRATION DIVISION

Pat Drapeau	Administrative Services Manager
Ernie McLellan	Systems Manager
Ron Romanic	Purchasing Agent
Ellen Weech	Assistant Purchasing Agent
Judy Chapman	Purchasing Assistant
Sherry Waters	Purchasing Records Clerk
Emerson Stubbard	Buyer
Moiria Hogan	Secretary
Diane Erickson	Accounting Manager
Helen Lakusta	Receptionist
Alexis Cranna	General Office Clerk
Marion Nault	Administration Cashier
Louise Morin	General Accountant
Debbie Myshyniuk	Payroll Accountant
Irene Langton	Payables Accountant
Judy Romanic	Receivables Accountant
Evelyn O'Malley	Food Services Accountant
Janet Norman	Accounting Clerk

### MAJOR EVENTS DIVISION

Bob Gray	Manager
Leroy Emerson	Assistant Major Events Manager
Scott McConnell	Event Manager
Jan Archbold	Event Manager
Kate Hildebrandt	Event Supervisor
Jean Christ	Event Supervisor
Bill Campbell	Event Supervisor
Dave Hutton	Event Supervisor
Joanita Fernandes	Secretary
Sara Hodge	Secretary
Wendy Pruden	Secretary
Laurie Hanasyk	Secretary/Receptionist

### HUMAN RESOURCES DIVISION

Opal Blackstock	Manager
Gerry Brown	Manager, Staffing & Development
Gail McPherson	Recruitment & Benefits Coordinator

Maureen Fullam  
Rhonda Wilson

### RACING DIVISION

Jack Nicholl  
George Flake  
Glen Weir  
Eunice Barnes  
Vince Johnson  
Phil Livingstone  
Carl Walczak

Duane Shepet  
Helen Katchur  
Ron Grift

### MARKETING DIVISION

Howard Crosley  
Harry Quanton  
Roger Pollok  
John Harms  
Michael Higgins  
Cliff Phillips  
Carol Shaben  
Beth Chevreffils-Gooz  
Georgette D'Aoust  
Denise Shinkaruk  
Donna Zaporosky

### PUBLIC AFFAIRS DIVISION

Don McMann  
Gay Mathieson  
Marvin Polis  
Brenda Barton  
Ellen Mailo  
Kathy Lazowski  
Stephen Outhit  
Yaz Pistachio  
Amanda Cherrett

### PLANT & BUILDINGS DIVISION

Harvey Repp  
Bob Pypier  
Tyler Tye  
Larry Deuel  
Rey Wosar  
Jack Peterson  
Rob Fierz  
Paul Lucas  
Jan VanGiesson

Secretary  
Receptionist

Manager  
Operation Manager  
Pari-Mutuel Manager  
Race Office Supervisor  
Race Secretary (Harness)  
Race Secretary (Thoroughbred)  
Assistant Race Secretary (Thoroughbred)  
Placing Judge  
Control Office Supervisor  
Track & Barn Superintendent

Manager  
Assistant Marketing Manager  
Sales Manager  
Trade Show Manager  
Corporate Sponsorship Manager  
Booking Coordinator  
Trade Show Coordinator  
Marketing Coordinator  
Scoreboard Operations Coordinator  
Secretary  
Secretary

Manager  
Communications Manager  
Communications Manager  
Community Relations Supervisor  
Public Relations Coordinator  
Public Affairs Coordinator  
Public Affairs Coordinator  
Secretary  
Secretary

Manager  
Chief of Security  
Projects Coordinator  
Construction Manager  
Trade Services Manager  
Assistant Chief of Security  
Drafting Technician  
Maintenance Manager  
Operating Engineer

Peter Siminiuk  
Andy Anderson  
Philip Poirier  
Bonnie Budge  
Kim Nicholson  
Judy Kelly

Audio-Video Coordinator  
Shop Supervisor  
Grounds Supervisor  
Secretary  
Secretary  
Secretary Trade Services

### FACILITIES OPERATIONS DIVISION

Don Macnaughton  
Rafic Manah  
Lorne Johnson  
Ray Yarrow  
Liz Gaw  
Olive Waselenchuk  
Terry Roy  
Don Korobko  
Dan Craig  
Barb Ball

Manager  
Customer Services Manager  
Box Office Manager  
Facilities Manager  
Event Supervisor  
Box Office Supervisor  
Cleaning Coordinator  
Building Superintendent  
Building Superintendent  
Secretary

### FOOD SERVICES DIVISION

Don Sroka  
Ben Chan  
  
John Calder  
Sonya Zylstra  
Dorine Royer  
  
Lorne Proctor  
Kevin Adams  
  
Len Murray  
  
Shelley Halliwell  
Joe Alano  
David Lee  
Normand La Rose  
Vincent Toner  
Arnold Richmond  
Mike Baker  
  
Janice K-Semotiuk  
  
Terry Langton  
Alice da Silva  
Susan Hood

Manager  
Dining Room & Lounge Dept.  
Manager  
Catering Dept. Manager  
Concessions Dept. Manager  
Racetrack & All Star Dining, Lounge & Sky Suites Supervisor  
Catering Supervisor  
Dining Room & Lounges Area Supervisor  
Dining Room & Lounges Assistant Supervisor  
Service Supervisor  
Racetrack Kitchen Supervisor  
Chef  
Chef  
Catering Assistant Supervisor  
Catering Assistant Supervisor  
AgriCom/Sportex Operations Supervisor  
Assistant Operational Supervisor  
Sportex Bar & Grill Supervisor  
Administrative Assistant  
Secretary

### RETIREMENTS

Bob Fankhanel  
Morris Taylor  
Mary Matichuk

11 Years of Service  
30 Years of Service  
30 Years of Service

## CONTRIBUTIONS TO OTHER GROUPS

United Way of Edmonton and Area  
Imperial Order of the Daughters of the Empire  
Alberta Association of Agricultural Societies  
St. John Ambulance  
Edmonton Metropolitan Hockey Association  
Alberta Salers Association  
Alberta Shorthorn Association  
Alberta Angus Association  
Alberta Murray Gray Association  
Alberta Simmental Association  
Canadian Gelbvieh Association  
4-H Regional Council  
Canadian Figure Skating Association  
Prime Limousin Club  
Alberta Charolais Association  
Canadian Thoroughbred Horse Society  
Limousin Breeders of Canada  
Edmonton Crusaders Marching Band  
Western Retail Lumbermen's Association  
1987 Brier Committee  
Edmonton Hire-A-Student  
Edmonton Kennel Club

Uncles At Large Society  
Rick Hansen Man-In-Motion World Tour  
N.A.C.A. High School Bonspiel  
Northern Alberta Curling Association  
Alberta Quarter Horse Association  
Alberta Wholesale Implement Association  
Alberta Amateur Hockey Association — Alberta Cup  
Variety Club of Edmonton  
Edmonton Transit Bus Rodeo  
St. Albert Kinsmen/R.C.M.P. Child Abuse Prevention  
1987 Alberta Summer Games  
4-H Light Horse Regional Show  
Edmonton District 4-H Clubs  
Ukrainian Orthodox Church of Canada  
AADAC Teen Fair  
Canadian Agri-Marketing Association (Alberta)  
Canadian Amateur Hockey Association  
Canadian Cystic Fibrosis Foundation  
Tourism Education Council of Alberta  
1987 Friar's Brier  
Firemen's Hockey Tournament

Edmonton Klondike Days Association  
Aurora Arabian Horse Association  
Agricultural Service Board  
Edmonton Enterprise — Air Service Rationalization  
Art Auction — Tornado Relief Fund and Red Cross  
Canadian Equestrian Federation  
Ronald McDonald House  
4-H Public Speaking  
Alberta Circuit of Jehovah's Witnesses  
Alberta Standardbred Horse Association  
Associated Canadian Travellers  
Cosmopolitan Music Society  
Edmonton Area Hunter and Jumper Association  
Edmonton Lions Club  
Edmonton Shrine Circus  
Kinsmen Club of Edmonton  
Northern Alberta Crippled Children's Fund  
Rotary Club of Edmonton  
Spirit of Edmonton  
University of Alberta/N.A.I.T. Hockey Programs  
and Ronald McDonald House





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Edmonton Northlands  
**FINANCIAL STATEMENTS**  
September 30, 1987

**Edmonton Northlands**  
**STATEMENT OF INCOME**

**for the year ended September 30, 1987**  
*(with comparative figures for 1986)*

	1987	REVENUE 1986
Facilities	\$ 9,749,584	\$ 9,119,510
Concessions	4,224,161	3,763,818
Lounges and dining facilities	5,103,180	4,334,246
Agriculture	214,501	206,156
Rodeos	613,446	621,854
Thoroughbred racing	6,118,499	6,495,670
Harness racing	6,266,735	6,005,493
Klondike Days	4,881,381	4,836,423
Northlands' sponsored events	819,714	492,781
Trade shows	55,996	
	38,047,197	35,875,951
Less internal rental revenue and expenses	(2,638,347)	(2,512,624)
	<u>\$35,408,850</u>	<u>\$33,363,327</u>

Indirect expenses, depreciation and amortization  
Administration  
Interest expense net of interest income (Note 5)  
Contributions to other groups  
Corporate relations  
Depreciation (Note 2)  
Amortization of contributions for expansion of  
facilities and capital debt retirement

Operating loss

Province of Alberta grants and contributions  
Western Canada Lottery Corporation funding  
for operations (Note 6)  
Other

Net loss

*(The accompanying notes are an integral part  
of the financial statements)*

**Edmonton Northlands**  
**STATEMENT OF INCOME**

<b>DIRECT EXPENSES</b>	
<b>1987</b>	<b>1986</b>
<b>\$ 8,839,613</b>	<b>\$ 8,505,549</b>
<b>3,119,606</b>	<b>2,782,959</b>
<b>4,228,896</b>	<b>3,649,892</b>
<b>947,353</b>	<b>1,121,317</b>
<b>754,152</b>	<b>733,318</b>
<b>6,125,027</b>	<b>6,402,766</b>
<b>6,272,996</b>	<b>6,278,138</b>
<b>4,643,352</b>	<b>4,623,511</b>
<b>561,913</b>	<b>348,361</b>
<b>592,504</b>	<b>153,885</b>
<b>36,085,412</b>	<b>34,599,696</b>
<b>(2,638,347)</b>	<b>(2,512,624)</b>
<b><u>\$ 33,447,065</u></b>	<b><u>\$32,087,072</u></b>

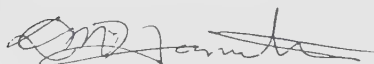
<b>OPERATING INCOME (LOSS)</b>	
<b>1987</b>	<b>1986</b>
<b>\$ 909,971</b>	<b>\$ 613,961</b>
<b>1,104,555</b>	<b>980,859</b>
<b>874,284</b>	<b>684,354</b>
<b>(732,852)</b>	<b>(915,161)</b>
<b>(140,706)</b>	<b>(111,464)</b>
<b>(6,528)</b>	<b>92,904</b>
<b>(6,261)</b>	<b>(272,645)</b>
<b>238,029</b>	<b>212,912</b>
<b>257,801</b>	<b>144,420</b>
<b>(536,508)</b>	<b>(153,885)</b>
<b>1,961,785</b>	<b>1,276,255</b>
<b>1,961,785</b>	<b>1,276,255</b>
<b>1,830,323</b>	<b>1,862,935</b>
<b>1,290,795</b>	<b>1,271,939</b>
<b>146,619</b>	<b>51,485</b>
<b>376,172</b>	<b>460,199</b>
<b>3,052,024</b>	<b>2,458,108</b>
<b>(1,828,844)</b>	<b>(1,707,431)</b>
<b>4,867,089</b>	<b>4,397,235</b>
<b>(2,905,304)</b>	<b>(3,120,980)</b>
<b>1,043,863</b>	<b>1,143,114</b>
<b>500,000</b>	<b>250,000</b>
	<b>24,354</b>
<b>1,543,863</b>	<b>1,417,468</b>
<b><u>\$(1,361,441)</u></b>	<b><u>\$(1,703,512)</u></b>

**September 30, 1987**

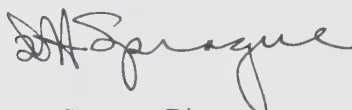
*(with comparative figures at September 30, 1986)*

	<b>ASSETS</b>	
	<b>1987</b>	<b>1986</b>
Current:		
Cash and term deposits	<b>\$ 3,802,102</b>	\$10,026,508
Accounts receivable	<b>1,086,321</b>	737,792
Due from Province of Alberta	<b>365,813</b>	869,994
Inventories	<b>289,737</b>	270,242
Prepaid expenses and deposits (Note 9)	<b>503,789</b>	429,283
Total current assets	<b>6,047,762</b>	12,333,819
Fixed assets (Note 2)	<b>78,981,709</b>	72,199,926
	<b>\$85,029,471</b>	<b>\$84,533,745</b>

On behalf of the Board:



D.M. Hamilton, Director



D.H. Sprague, Director

*(The accompanying notes are an integral part  
of the financial statements)*

**BALANCE SHEET**

	<b>LIABILITIES &amp; EQUITY</b>	
	<b>1987</b>	<b>1986</b>
Current:		
Accounts payable and accrued charges	<b>\$ 7,714,158</b>	\$ 8,034,422
Accrued interest on long-term debt	<b>456,600</b>	467,000
Current portion of long-term debt	<b>1,597,300</b>	1,583,400
Total current liabilities	<b>9,768,058</b>	10,084,822
Long-term debt (Note 3)	<b>16,299,000</b>	17,896,300
Deferred revenue	<b>1,222,500</b>	122,500
Contingencies (Note 8)		
Contributions for expansion of facilities and capital debt retirement (Note 4)	<b>51,429,464</b>	48,758,308
Equity:		
Capital —		
Authorized:		
300 shares of \$5 each		
Issued:		
232 shares (1986 - 217 shares)	<b>1,160</b>	1,085
Reinvested earnings	<b>6,309,289</b>	7,670,730
	<b>6,310,449</b>	7,671,815
	<b>\$85,029,471</b>	\$84,533,745

**Edmonton Northlands**  
**STATEMENT OF CASH FLOWS**

**for the year ended September 30, 1987**  
*(with comparative figures for 1986)*

	<u>1987</u>	<u>1986</u>
<b>CASH PROVIDED BY (USED IN) OPERATING ACTIVITIES</b>		
Net loss for the year	\$ (1,361,441)	\$ (1,703,512)
Add (deduct) charges to operations not requiring a current cash payment:		
Depreciation	3,052,024	2,458,108
Amortization of contributions	(1,828,844)	(1,707,431)
Amortization of deferred revenue	(30,000)	(30,000)
Increase in deferred revenue	1,130,000	
Net change in non-cash working capital balances related to operations (Note 7)	<u>(790,984)</u>	<u>779,321</u>
Cash provided by (used in) operating activities	<u>170,755</u>	<u>(203,514)</u>
<b>CASH PROVIDED BY (USED IN) INVESTMENT ACTIVITIES</b>		
Additions to property, plant and equipment	(9,850,178)	(4,569,268)
Proceeds from disposal of property, plant and equipment	<u>16,371</u>	<u>39,966</u>
Cash provided by (used in) investment activities	<u>(9,833,807)</u>	<u>(4,529,302)</u>
<b>CASH PROVIDED BY (USED IN) FINANCING ACTIVITIES</b>		
Issue of share capital	75	45
Repayment of long-term debt	(1,583,400)	(1,775,600)
Capital contributions —		
Province of Alberta		303,833
Western Canada Lottery Corporation	4,500,000	3,626,746
Net change in non-cash working capital balances related to financing activities (Note 7)	<u>521,971</u>	<u>1,760,199</u>
Cash provided by financing activities	<u>3,438,646</u>	<u>3,915,223</u>
Net increase (decrease) in cash during the year	(6,224,406)	(817,593)
Cash position at beginning of year	<u>10,026,508</u>	<u>10,844,101</u>
Cash position at end of year	<u>\$ 3,802,102</u>	<u>\$ 10,026,508</u>

*(The accompanying notes are an integral part  
of the financial statements)*

## STATEMENT OF REINVESTED EARNINGS

**for the year ended September 30, 1987***(with comparative figures for 1986)*

	<u>1987</u>	<u>1986</u>
Reinvested earnings, beginning of year	\$ 7,670,730	\$ 9,374,242
Net loss for the year	<u>(1,361,441)</u>	<u>(1,703,512)</u>
Reinvested earnings, end of year	<u>\$ 6,309,289</u>	<u>\$7,670,730</u>

*(The accompanying notes are an integral part  
of the financial statements)*

To the Members of Edmonton Northlands:

We have examined the balance sheet of Edmonton Northlands as at September 30, 1987 and the statements of reinvested earnings, income and cash flows for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests and other procedures as we considered necessary in the circumstances.

In our opinion, these financial statements present fairly the financial position of Edmonton Northlands as at September 30, 1987 and the results of its operations and the changes in its financial position for the year then ended in accordance with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

Edmonton, Canada  
November 13, 1987

Clarkson Gordon  
Chartered Accountants

## Introduction

Edmonton Northlands, formerly The Edmonton Exhibition Association Limited which was incorporated in 1908, is the successor to the Edmonton Agricultural Society of 1879 and The Edmonton Industrial Exhibition Association of 1899. Its purpose is to provide programs and facilities to benefit the residents of Northern Alberta in the fields of Agriculture, Trade Shows and Exhibitions, Entertainment and Community Service. The Company's 232 members, along with associate directors and other volunteers, provide the impetus and volunteer assistance that enables it to achieve its objectives. The Company is exempt from income tax, it cannot pay dividends to its members, the shares cannot appreciate in value and its members and directors do not receive any fee for their services. Reinvested earnings of the Company are invested in its facilities.

The Company is qualified under the provisions of the Alberta Agriculture Societies Act and receives substantial funding from the Province of Alberta by way of grants and loan guarantees and from the Western Canada Lottery Corporation. Assistance has also been received from the Government of Canada by way of grants and loans, and from the City of Edmonton, primarily for land acquisition.

The land on which the Company's facilities are located is held in the name of the City of Edmonton and leased to the Company under a lease which expires in 1999. If the lease is not renewed or extended, the buildings and improvements on the leased lands will revert to the City of Edmonton. The amount of the annual lease rental is subject to periodic review and is currently under discussion with the City. (See Note 8).

## 1. Summary of significant accounting policies

The financial statements of the Company have been prepared by management in accordance with generally accepted accounting principles described in this note which have been consistently applied. Because a precise determination of many assets and liabilities is dependent upon future events, the preparation of periodic financial statements necessarily involves the use of estimates and approximations. These have been made using careful judgement in light of the information available up to November 13, 1987. The financial statements have, in management's opinion, been properly prepared within reasonable limits of materiality and within the framework of the accounting policies summarized below:

### FIXED ASSETS AND DEPRECIATION

Fixed assets are recorded at cost and, except for land and properties acquired for future expansion, are depreciated on the straight-line basis over the estimated useful lives of the assets as set out below. No depreciation is recorded on construction in progress until such time as the assets are substantially complete.

<u>Assets</u>	<u>Useful life</u>
Coliseum and AgriCom	50 years
Other buildings	25 years
Equipment	3 to 15 years

Interest on borrowings in respect of capital projects is expensed, except where carrying costs form an integral part of construction contracts.

### INVENTORIES

Inventories are valued at the lower of cost and net realizable value.

### GRANTS AND CONTRIBUTIONS

Grants and contributions are recognized at the earliest of the date of commitment by the grantor or upon receipt by the Company. Amounts designated for capital purposes, including the acquisition of property for expansion, construction of facilities or retirement of capital debt, are credited to "Contributions for expansion of facilities and capital debt retirement" and amortized into income each year on the same basis as the related assets. Amounts designated for capital purposes which are used to pay interest on capital debt are applied to reduce interest costs. Other grants and contributions not specifically designated for capital purposes are included in income.

### DEFERRED REVENUES

Revenues received which relate to future periods are deferred and brought into income over the term of the related agreements.

### REVENUE AND EXPENSES

The revenue and expenses recorded in these statements reflect only the amounts actually attributable to the Company. Amounts received or disbursed on behalf of third parties are not reflected.

Internal rental revenue and expenses represent inter-departmental charges for services provided and used between the departments. These charges are determined by management to represent external market conditions and are applied on a basis consistent with the previous year.

## NOTES TO FINANCIAL STATEMENTS

September 30, 1987

**2. Fixed assets**

The details of fixed assets at September 30, are as follows:

	1987		1986
	Cost	Accumulated depreciation	Net book value
Coliseum	\$ 20,335,556	\$ 8,237,976	\$12,097,580
AgriCom	38,616,019	3,050,515	35,565,504
Other buildings and improvements	27,200,585	14,194,854	13,005,731
Equipment	8,475,968	2,687,489	5,788,479
Properties acquired for future expansion	8,607,665		8,607,665
Construction in progress	3,916,750		3,916,750
	<u>\$107,152,543</u>	<u>\$28,170,834</u>	<u>\$78,981,709</u>
			<u>\$72,199,926</u>

During the year the score clock in the Coliseum was replaced and its remaining net book value of \$172,000 was written off and included in depreciation.

**3. Long-term debt**

	1987	1986
Government of Canada loan due December 31, 2004, interest rate 8.595%, annual instalments of \$469,324 principal and interest	\$ 4,222,000	\$ 4,320,000
Government of Canada loan due December 31, 2004, interest rate 9.025%, annual instalments of \$311,662 principal and interest	2,724,300	2,784,700
Term bank loan for the AgriCom due April 30, 1999, interest at prime payable monthly, annual principal instalments of \$1,200,000	10,725,000	11,925,000
Demand bank loan, interest at prime plus ½ of 1% payable monthly, annual principal instalments of \$225,000	225,000	450,000
	<u>17,896,300</u>	<u>19,479,700</u>
Less amounts due within one year	<u>1,597,300</u>	<u>1,583,400</u>
	<u>\$16,299,000</u>	<u>\$17,896,300</u>

The Government of Canada loans are secured by guarantees of the Government of the Province of Alberta.

As general collateral for the bank loans, the bank holds a registered assignment of book debts. As specific collateral for the term bank loan for the AgriCom, the bank holds a guarantee of the Government of the Province of Alberta, and assignment of the Company's receipts from the Western Canada Lottery Corporation. As specific collateral for the demand bank loan, the bank holds a guarantee of the Government of the Province of Alberta.

Principal payments required over the next five years are as follows: 1988 - \$1,597,200; 1989 - \$1,387,300; 1990 - \$1,403,700; 1991 - \$1,421,600; and 1992 - \$1,441,000.

## NOTES TO FINANCIAL STATEMENTS

September 30, 1987

**4. Contributions for expansion of facilities and capital debt retirement**

Accumulated contributions received less amounts amortized are summarized as follows:

	1987	1986
Grants and contributions:		
Western Canada Lottery Corporation	<u>\$ 26,426,111</u>	<u>\$ 21,926,111</u>
Province of Alberta —		
Coliseum grants	3,700,000	3,700,000
Western Canada Lottery Alberta Division	1,850,000	1,850,000
Western Canada Lottery Corporation	3,500,000	3,500,000
Department of Agriculture AgriCom grant	7,250,000	7,250,000
Pedway grants	439,282	439,282
Capital debt retirement from parimutuel taxes remitted	9,521,971	9,521,971
Other	<u>25,000</u>	<u>25,000</u>
	<u>26,286,253</u>	<u>26,286,253</u>
Government of Canada —		
Department of Industry, Trade and Commerce	7,250,000	7,250,000
Loto Canada	<u>1,850,000</u>	<u>1,850,000</u>
	<u>9,100,000</u>	<u>9,100,000</u>
City of Edmonton	<u>3,700,000</u>	<u>3,700,000</u>
Total grants and contributions received	65,512,364	61,012,364
Accumulated amortization	<u>14,082,900</u>	<u>12,254,056</u>
Unamortized grants and contributions	<u>\$51,429,464</u>	<u>\$48,758,308</u>

These contributions have been used to finance the acquisition of fixed assets as follows:

	1987		1986	
	Total contributions	Unamortized amount	Total contributions	Unamortized amount
Coliseum	\$14,629,007	\$ 9,998,548	\$11,870,690	\$ 7,505,712
AgriCom	27,312,191	25,326,559	26,112,191	24,684,031
Other buildings and improvements	13,939,815	9,508,384	13,939,815	10,017,540
Equipment	4,544,543	1,509,164	3,921,916	1,383,272
Properties acquired for future expansion	5,086,809	5,086,809	5,086,809	5,086,809
Construction in progress			80,944	80,944
	\$65,512,365	\$51,429,464	\$61,012,365	\$48,758,308

## NOTES TO FINANCIAL STATEMENTS

September 30, 1987

**5. Interest expense**

The Company has recorded interest expense net of interest income as follows:

	<u>1987</u>	<u>1986</u>
Interest expense:		
Long-term debt	\$1,738,066	\$2,057,635
Current debt	<u>103,549</u>	<u>100,666</u>
	1,841,615	2,158,301
Interest income:		
Term and other deposits	<u>550,820</u>	<u>886,362</u>
Interest expense net of interest income	<u>\$1,290,795</u>	<u>\$1,271,939</u>

**6. Western Canada Lottery Alberta Division**

Effective May 15, 1974, Edmonton Northlands and the Calgary Exhibition and Stampede formed a partnership for the purpose of conducting and operating continuing lottery schemes to be marketed throughout the Province of Alberta in accordance with the provisions of the Western Canada Lottery Corporation. The Interprovincial Lottery Licence provides that the proceeds through the lottery schemes are to be used by Foundations with province-wide impact in amateur sport and cultural development, agricultural societies, as well as for capital projects and debt retirement of Edmonton Northlands and the Calgary Exhibition and Stampede.

For the year ended March 31, 1986, Edmonton Northlands received \$2,750,000 under the provisions of the Licence which was designated for capital projects and debt retirement. Under the provisions of the Licence in effect from April 1, 1986 to March 31, 1989, Edmonton Northlands is entitled to receive \$5,000,000 annually, \$4,500,000 of which must be used to make payments of principal and interest on debts incurred for capital development projects. This entitlement replaces the capital grant calculated from parimutuel tax remittances and also provides an increase in capital and other funding of approximately \$1,000,000 per year. For the years ended September 30, 1987 and 1986, the following amounts have been reflected in the financial statements with respect to funding received from the Western Canada Lottery Corporation:

	<u>1987</u>	<u>1986</u>
Used for capital projects and debt retirement	\$4,500,000	\$3,626,746
Used for operating purposes	<u>500,000</u>	<u>250,000</u>
	<u>\$5,000,000</u>	<u>\$3,876,746</u>

**7. Net change in non-cash working capital accounts**

The net change in non-cash working capital accounts reflected in the statement of cash flows represents the following:

	<u>1987</u>	<u>1986</u>
Operating activities:		
Decrease (increase) in current assets —		
Amounts receivable	\$ 155,652	\$ (532,712)
Inventories and prepaid items	(94,001)	10,609
Increase (decrease) in current liabilities —		
Accounts payable and accrued charges	(852,635)	1,301,424
	<u>\$ (790,984)</u>	<u>\$ 779,321</u>
Financing activities:		
Decrease in current assets —		
Amounts receivable		\$ 509,214
Increase in current liabilities —		
Accounts payable and accrued charges	\$ 521,971	1,250,985
	<u>\$ 521,971</u>	<u>\$ 1,760,199</u>

**8. Contingencies**

The City of Edmonton has issued notices to Edmonton Northlands, for substantial property and business taxes for the years 1983 to 1987, for increased lease rentals for 1984 and subsequent years and demanded payment of a portion of Northlands' reinvested earnings to the City. These financial demands are very significant relative to Northlands' financial position. Northlands has filed Notices of Objection in respect of taxes levied and has disputed the right of the City to claim increased lease rentals and payment of a portion of its reinvested earnings. The City of Edmonton has also filed a Statement of Claim for a declaration that the Northlands' reorganization undertaken in 1983 is invalid. A Statement of Defence has been filed by Northlands in support of its position. Negotiations between the parties have taken place during 1987 with a view to resolving these issues.

No provision has been made for the amounts, if any, which may have to be paid to the City. Any payments that Edmonton Northlands may be required to make will be accounted for as an adjustment of prior years' reinvested earnings.

**9. Agreement to acquire racing program business**

In 1986 Edmonton Northlands entered into an agreement to acquire, in 1991, the shares of the company which produces and supplies the thoroughbred and harness racing programs to Northlands. The purchase price is based on program sales for the five year period 1986 to 1990. The obligation up to September 30, 1987 amounts to \$244,000 (1986 - \$122,000) which has been placed in trust and is included in prepaid expenses and deposits. In 1987, subsequent to entering into the agreement, the controlling shareholder of this company became an employee of Northlands. Provisions are included in the employment contract to deal with situations where a conflict of interest could arise relative to this matter.

**10. Comparative figures**

Certain 1986 figures have been reclassified to facilitate comparison with the current year.









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